

CableFAX Daily™

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What the Industry Reads First

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Breaking Out: Cable's Ratings Climb Leads to Milestones

TV viewership of cable and broadcast continued on their divergent paths in 1Q and during the '10-'11 season, with both periods marked by cable's 1st-time achievements of a 60% HH share and 50% share among 18-49s, according to **Turner** data through Mar 20. By contrast, broadcast's performing its own version of the limbo, going lower and lower in both metrics. The Big 4's share of 18-49s dipped to 28% in 1Q and 28.5% for the season, its HH share to 32.7% and 33.9%, respectively. "Who'd of thought broadcast would get less than a third of all TV viewing?" said Turner research chief *Jack Wakshlag*, who believes **CBS'** "Hawaii Five-O" is the only new broadcast show that's received any meaningful buzz this season. Numerous other factors have helped cable chug higher in recent months, said Wakshlag, including no Olympics on **NBC**, a spate of election viewers for cable news nets and an increasing number of cable channels "producing more original programming than ever before." The top driver, though, has been sports, particularly in 1Q due to **ESPN's** BCS bowl coverage. 9 of the quarter's top 10 cable programs in total viewership were BCS-related, the other **ESPN's** MNF. And **Turner Sports'** coverage of March Madness hasn't hurt, either. Also providing lift have been a trio of well-known non-fiction shows: **MTV's** "Jersey Shore" (9.04mln) and **History's** "Pawn Stars" (7.62mln) and "American Pickers" (6.53mln) are the top returning 1Q ad-supported original series in total viewership (Live+7), and also among 25-54s. "In a weird way, a fun way and a voyeuristic way, people want an escape from their own lives," said veteran prod and **Thinkfactory Media** founder *Leslie Greif* of the recent popularity of non-fiction/reality TV. "It feels good to think, 'thank God I'm not like Snooki.'" Or, to peek inside an unknown world like Alaska or experience the posh lives of women in various locales courtesy of Bravo. Indeed, 7 of the top 10 new ad-supported originals in total viewership in 1Q were non-fictional, led by **Discovery Channel's** "Gold Rush: Alaska" (4.31mln) and **MTV's** "Teen Mom 2" (4.30mln). Their spots transposed, the pair also paced 7 overall reality shows in the top 10 among 18-49s, including the 1st 5, and were among the 8 that landed on the list among 25-54s. **USA** (3.04mln), **Disney Channel** (2.65mln) and **ESPN** (2.56mln) led in 1Q prime total viewership, and **mun2** (68%), **Investigation Discovery** (58%) and **MTV** (56%) led in YOY 1Q total prime viewership gains.

iProblem: **Time Warner Cable's** iPad streaming app is still the talk of the industry, with programming chief *Melinda Witmer* defending the service in the *WSJ* Fri. "We don't define in our contracts what a viewing device is, because technology has always been evolving," she told the paper. "I don't know what a TV is anymore. It's kind of an anachronistic term." Some nets, including **ScrIPps**, have said that TWC lacks the rights to stream their live programming. TWC disagrees, noting that the app only works inside the home. "It appears the content owners have little to lose by reminding TWC (and others) that they expect to get paid in the IP age, just as their business model changed when digital programming was first introduced," **Citadel Securities** told clients Fri. The firm said it's too early to tell if it'll end up in court, but like everyone else, it's monitoring it.

OTT: **Netflix** suffered a little push back this week from **Starz** and **Showtime**, perhaps in response to the rental ser-



Marketing Solution No. 468

TIME WARNER CABLE & GOLF CHANNEL ON THE GREENS AND BEHIND THE SCENES

CHALLENGE:

Create a prosocial partnership that would support informal STEM (science, technology, engineering and math) education through Time Warner Cable's *Connect a Million Minds* signature philanthropic initiative, while leveraging Golf tournaments in their service footprint.

SOLUTION:

Golf Channel developed a student curriculum, activity guide and local events to introduce middle school kids to STEM education through the lens of Golf. *On the Greens and Behind the Scenes* inspires students to realize exciting applications for STEM subjects both in the game of golf, and in the production of golf tournaments for live television.

RESULTS:

Local systems hosted school groups at professional golf tournaments enhancing partnerships with after school programs and generating extensive press coverage for all events. Time Warner Cable received a certificate of Special Congressional Recognition signed by the Honorable Representative Joe Baca.

"AN AMAZING EXPERIENCE FOR CORPORATE AND THE FIELD, THIS PROGRAM SETS THE BAR FOR HOW PROGRAMMERS SHOULD EMBRACE AND LEVERAGE *CONNECT A MILLION MINDS GOING FORWARD.*"

—TESSIE TOPOL
SENIOR DIRECTOR
STRATEGIC PHILANTHROPY & COMMUNITY AFFAIRS



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vice's recent bold move into original programming. Beginning with the Apr 1 premiere of "Camelot," new eps of Starz originals won't hit NFLX until 90 days after debut, and the net said 1st-run movies will follow suit. The eps have been available on a same-day basis. Starz and NFLX remain in negotiations for a new deal. **Showtime**, meanwhile, will soon pull some of its original series from Netflix including "Californication" and "Dexter," while others will remain.

5Qs with Sportsman Channel and GMC evp, ad sales MJ Cavanagh: (Cavanagh just added the Sportsman gig to her title this week) **Are Sportsman and GMC doing upfront presentations?** I just got out this week with [Sportsman CEO Gavin Harvey] to speak to all the key decision makers at the agencies. A month ago, I was with Charley [Humbar] and Brad [Siegel] from GMC. It's been a whirlwind. I think all the big advertisers really want to embrace independent networks and brands that are as exciting as both GMC and Sportsman. The next few weeks are really going to be nuts because we're on the road with GMC. We're out with a bus... so that agencies can get on the bus with us and see our presentations. Once the upfront cycle is done that bus will travel across America doing good deeds for people (part of GMC's "Uplift Someone" pro-social campaign). **How would you describe the ad market overall?** This year it has really turned around. When you're an independent network, even if it's a good market, it's hard for you because you have to constantly go out and show the value of your audience. We've done a great job of that. The upfront market from all indicators is going to be robust... And then you have the interesting backdrop of what's going on with the **NFL**, which will really benefit Sportsman. What I find is that a lot of people are concerned about where they are going to place their male dollars if there is a lockout in 4Q. So, I'm really excited about the opportunity to get some of those men 25-54 on Sportsman Channel. **What are some untapped areas for Sportsman?** There are some key categories I'm focusing on immediately. This would be the truck category, personal care, travel with hotels, pharmaceuticals and alcoholic beverages. Those are on my radar for the short term. The Sportsman group has done a great job at getting the endemic advertisers. That's Graig Hale and his group in WI, and he'll continue to focus on that category. **Did Sportsman want to hit a certain point in growth before it went after these non-endemic advertisers?** Yes, usually it's all about endemic in the beginning. We're approaching 30mln homes, and we're going to get rated by the end of the year. So, I think it's just the natural progression of this kind of niche brand. Is it easy to get into the non-endemic space? No, but that's why I'm getting involved because I love a challenge. **While both GMC and Sportsman are both owned by InterMedia, they seem pretty different. How will you balance?** I'm hiring a separate staff because it is such a different sale. I'm hiring an account exec who will work solely on Sportsman Channel and non-endemic sales. However, I am using my great team that I have for direct response.

People: William Keith Harper will resign from his post as **Cablevision** svp, controller and principal accounting officer effective June 30, according to an **SEC** filing. Said Cablevision: "Mr. Harper's decision was due to personal family considerations." -- **Turner Ent Nets** upped David Hudson to svp, late night and specials, **TBS** and **TNT**.

Obit: Longtime trade journalist Dawson "Tack" Nail passed away Fri after being hospitalized for a fall. DC-based Nail, 82, was a legend who began at *Broadcasting*, now *B&C*, and eventually joined *Comm Daily* publisher **Warren**, where he was still a contributor. "Cable joins in mourning the loss of 'Tack' Nail. Tack was first and foremost a journalist—ferreting out information to keep us all honest—but he often freely shared with his sources wise counsel honed by years on the beat and tempered by a good heart," said **NCTA's** Rob Stoddard. "As a writer and editor, Tack set a high bar for trade and business journalism, and his legacy in that regard will live on."



CableFAX WEBINAR

Using Customer Experience Management to Enhance Your Bottom Line

Monday, April 4 // 1:30 - 3:00pm ET

During this information-filled CableFAX Webinar, you will hear the latest on CEM from cable, non-cable and academic speakers. These different points of view will help you understand how customer experience differs from customer care and how it is measured. You will also learn about the latest ways of measuring CEM such as customer effort scores and Net Promoter Score (NPS).

Register at: www.cablefax.com/webinars

CableFAX Week in Review

Company	Ticker	3/25 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	47.08	5.09%	41.17%
DISH:	DISH	24.40	2.18%	17.48%
DISNEY:	DIS	42.97	4.22%	33.24%
GE:	GE	19.75	2.60%	30.54%
NEWS CORP:	NWS	18.08	5.42%	13.57%

MSOS				
CABLEVISION:	CVC	34.85	(0.34%)	34.97%
CHARTER:	CHTR	49.81	2.98%	0.00%
COMCAST:	CMCSA	25.02	4.86%	48.40%
COMCAST SPCL:	CMCSK	23.54	5.00%	47.03%
GCI:	GNCMA	10.68	9.43%	67.40%
KNOLLOGY:	KNOL	13.09	(1.65%)	19.87%
LIBERTY CAPITAL:	LCAPA	74.46	5.21%	211.81%
LIBERTY GLOBAL:	LBTYA	42.22	3.33%	92.87%
LIBERTY INT:	LINTA	15.65	0.38%	44.37%
SHAW COMM:	SJR	20.52	(1.16%)	(0.24%)
TIME WARNER CABLE:	TWC	70.67	4.13%	70.74%
VIRGIN MEDIA:	VMED	27.19	0.04%	61.56%
WASH POST:	WPO	439.50	1.07%	(0.02%)

PROGRAMMING				
CBS:	CBS	24.67	6.20%	75.59%
CROWN:	CRWN	2.40	25.00%	65.52%
DISCOVERY:	DISCA	39.34	0.25%	28.27%
GRUPO TELEVISIA:	TV	23.89	4.46%	15.08%
HSN:	HSNI	31.09	2.37%	53.99%
INTERACTIVE CORP:	IACI	30.41	4.29%	48.49%
LIBERTY:	L	43.04	2.14%	18.40%
LIBERTY STARZ:	LSTZA	77.52	1.03%	67.97%
LIONSGATE:	LGF	6.10	3.39%	4.99%
LODGENET:	LNET	3.51	14.71%	(36.53%)
NEW FRONTIER:	NOOF	1.82	(12.08%)	(3.7%)
OUTDOOR:	OUTD	7.40	3.50%	27.59%
SCRIPPS INT:	SNI	50.45	3.44%	21.57%
TIME WARNER:	TWX	35.30	1.67%	21.14%
VALUEVISION:	VVTV	6.95	4.98%	44.79%
VIACOM:	VIA	51.48	2.57%	63.43%
WWE:	WWE	12.55	4.50%	(18.13%)

TECHNOLOGY				
ADVANTAGE:	AEY	3.02	11.85%	53.30%
ALCATEL LUCENT:	ALU	5.34	5.33%	60.84%
AMDOCS:	DOX	29.16	3.04%	2.21%
AMPHENOL:	APH	54.39	(1.4%)	17.78%
AOL:	AOL	20.04	5.47%	(13.92%)
APPLE:	AAPL	351.54	6.31%	66.82%
ARRIS GROUP:	ARRS	12.16	(1.94%)	6.39%
AVID TECH:	AVID	21.75	(2.77%)	70.45%
BIGBAND:	BBND	2.50	(1.57%)	(27.33%)
BLNDER TONGUE:	BDR	1.86	(4.61%)	63.17%
BROADCOM:	BRCM	40.95	3.23%	30.12%
CISCO:	CSCO	17.28	0.82%	(27.82%)
CLEARWIRE:	CLWR	5.42	(5.9%)	(19.82%)
CONCURRENT:	CCUR	6.45	3.20%	62.88%
CONVERGYS:	CVG	14.34	5.05%	33.40%
CSG SYSTEMS:	CSGS	19.23	(1.23%)	0.73%

Company	Ticker	3/25 Close	1-Week % Chg	YTD %Chg
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ECHOSTAR:	SATS	37.05	4.51%	83.96%
GOOGLE:	GOOG	579.74	3.33%	(6.49%)
HARMONIC:	HLIT	8.98	5.90%	42.09%
INTEL:	INTC	20.37	2.21%	(0.15%)
JDSU:	JDSU	19.79	4.54%	139.88%
LEVEL 3:	LVLTL	1.42	3.65%	(7.19%)
MICROSOFT:	MSFT	25.62	3.31%	(15.94%)
RENTRAK:	RENT	26.82	14.03%	51.78%
SEACHANGE:	SEAC	9.28	5.45%	41.46%
SONY:	SNE	32.21	2.12%	11.07%
SPRINT NEXTEL:	S	4.68	(7.33%)	27.87%
THOMAS & BETTS:	TNB	57.08	0.97%	59.49%
TIVO:	TIVO	8.74	3.43%	(14.15%)
TOLLGRADE:	TLGD	10.03	0.00%	64.16%
UNIVERSAL ELEC:	UEIC	29.25	6.52%	25.97%
VONAGE:	VG	4.14	(0.96%)	195.71%
YAHOO:	YHOO	16.96	5.80%	1.07%

TELCOS				
AT&T:	T	28.85	3.26%	2.93%
QWEST:	Q	6.79	1.65%	61.28%
VERIZON:	VZ	37.29	4.05%	12.56%

MARKET INDICES				
DOW:	DJI	12220.59	3.05%	17.19%
NASDAQ:	IXIC	2743.06	3.76%	20.88%
S&P 500:	GSPC	1313.80	2.70%	14.77%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CROWN:	2.40	25.00%
2. LODGENET:	3.51	14.71%
3. RENTRAK:	26.82	14.03%
4. ADVANTAGE:	3.02	11.85%
5. GCI:	10.68	9.43%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. NEW FRONTIER:	1.82	(12.08%)
2. SPRINT NEXTEL:	4.68	(7.33%)
3. CLEARWIRE:	5.42	(5.9%)
4. BLNDER TONGUE:	1.86	(4.61%)
5. AVID TECH:	21.75	(2.77%)



For info www.t-howard.org or call
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