

CableFAX Daily™

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What the Industry Reads First

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Doubling Down: Fox Takes the Wraps Off New FX Channel

It doesn't matter if you're 18 or 54, Fox thinks there is an **FX** for you. That's the philosophy behind its decision to launch a 2nd FX channel. *The L.A. Times* broke the news back in Jan, but Thurs' upfront let execs confirm it and show it off. **FXX**, aimed at younger adults, is slated to launch in Sept to about 74mln homes. The expectation is that **Fox Soccer** will convert to the channel (just as **Speed** will become Fox Sports 1 in Aug). However, Fox stayed mum on the details. "Based on our previous negotiations and conversations with our distribution partners, we anticipate over 70mln subscribers at launch," the programmer said. FXX joins **FX Networks'** FX and **FXM** (classic film-driven **Fox Movie** flips to contemporary FXM each day from 3pm-3am) to create a trio of channels aimed at adults. FXX will go after 18-34s, while FX will remain rooted in 18-49s and FXM will hit the 25-54 demo. "FX will remain the foundation of the brand," said FX Nets pres/gm *John Landgraf*, adding that a new branding campaign is coming called "FX Fearless." That one word "encapsulates who we are and declares who we will remain," he said. As for FXX, it will be slightly more comedy focused, but as it grows, it will add younger-skewing dramas. FX's "The League," "Legit" and "It's Always Sunny in Philadelphia" will move to the new channel. A yet undecided original comedy will debut there, and it'll be the home of late night talkers, with FX's "Totally Biased with *W. Kamau Bell*" moving to a 5-night a week late night series on FXX this fall. The new net already has signed 4 charter clients during the calendar upfront (no word on who yet), according to evp, ad sales *Bruce Lefkowitz*. To support all of this, Landgraf promised at FX's 1st formal upfront a massive increase in original programming over the next several years that "will allow FX Networks to reach parity in terms of the number of original scripted programs we air with the 3 legacy broadcast networks" FX Nets will more than double current offerings to feature 25 scripted original series across the 3 nets over the next 3 years. It's not just original series in the pipeline, with FX diving into miniseries and limited series beginning next spring with a TV limited series adaptation of the *Coen* brothers "Fargo." A mini is a single closed-in series, while a limited series might go 2 or 3 seasons. "The minute you put story first, the minute you basically say 'we'll figure out the business model, you figure out the story, and we'll figure out the appropriate length,' that just always creates this explosion of creativity," Landgraf said. "I think that's what's created the Golden Age of the serialized

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drama, and we think there's a huge opportunity to take that on in 10, 20, 30-episode stories." Original minis and limited series also will find a home on FXM, which has added more than 10mln homes in the past 12 months. FX Nets has chosen to produce original minis and limited series for FXM because "we truly believe we can add something to television by giving HBO some real competition in this area, just as we have done with scripted dramas and comedies," said Landgraf. FX Nets also announced the launch this fall of TVE service FX Now, with original programming available the morning after it airs (fast-forwarding will be disabled). The programs will carry the same commercials in the 3 days after premiering, then will drop to ten 30-sec spots per hour. Lefkowitz predicted that digital ad insertion will be available at the end of this year, with the FX to start testing some DAI in June.

Customer Service: Verizon FiOS and WOW! led the rankings of top pay TV providers in the latest *Consumer Reports* survey, each scoring 74 (out of 100). The rankings are based on surveys conducted with 84K readers with scores based on service satisfaction, value, billing, support and added features. **DirectTV** placed 3rd with a score of 72. **Bright House** and **DISH** tied for 4th, followed by **Astound Broadband** and **Cable One** (69). **AT&T U-Verse** scored 68, followed by **Cox** (67), **Suddenlink** (66), **Cablevision** (64) and **RCN** (62). **Comcast** scored 61, followed by **Time Warner Cable** (60), **Charter** (59) and **Mediacom** (54). Among the major providers, the highest proportion of subs who said they would "triple play" again had bundles with FiOS, the survey said. For subs in Midwestern cities, **WOW!** received high marks for its bundled service, especially for billing and support coordination.

Carriage: **TheBlaze** is expanding beyond **DISH**, announcing deals with a few smaller operators as talks with bigger fish continue. **Blue Ridge** will launch the *Glenn Beck* net next month. **BEK Comm**, **Sweetwater Cable** and **Atwood Cable** also have agreed to carry the channel. TheBlaze launched on linear TV with DISH in Sept. It originally launched online for \$9.95/month a year ago, and continues to offer a direct-to-consumer subscription plan.

Research: **Walt Disney Co.** once again took the #1 seat in **SNL Kagan's** rankings of the top 25 media and entertainment companies based on revenue and profit. The #2 seat is typically held by **News Corp**, but the firm's net income fell 51.4% YOY to \$1.4bln, leaving it to take the #8 seat in Kagan's rankings. **Time Warner**, meanwhile, rose to take News Corp's place as the 2nd-most profitable media and entertainment company in '12, followed by #3 **Thompson Reuters**, #4 **Viacom**, #5 **Liberty** and #6 **CBS**. **Discovery** fell to #10 from #6 in the previous year, followed by #11 **Scripps**. **AMC Networks** is #25 on the list.

On the Hill: Dozens of Senate Dems, including **Sen Commerce** chmn *Jay Rockefeller* (D-WV), are calling on *President Obama* to consider choosing **FCC** commish *Jessica Rosenworcel* as the next chairwoman. Rosenworcel wouldn't need Senate confirmation as a sitting commish. In a letter, the Rosenworcel backers touted the commish's decades of experience in communications policy and said she is "equally respected by industry, the public safety community, and public interest groups."

Programming: **ESPN** and **WNBA** extended their agreement 6 years, through the '22 season. ESPN has had a relationship with the league since its inaugural season in '97. Up to 30 games will be aired yearly on ESPN nets, including exclusive coverage of the WNBA Conference Finals, WNBA Finals, WNBA Draft and WNBA All-Star Game. TVE is also a part of the deal, and exclusive online content will be on espnW.com. For the 1st time, the draft will be in prime on ESPN (Apr 15). Also new is a Memorial Day doubleheader. *Sports Business Daily* quoted sources as saying the deal is worth about \$12mln/year. -- **Lifetime** original movie "Ring of Fire," starring *Jewel* as *June Carter Cash*, is set to premiere May 27, 8pm. -- **YES** will televise the Yankees-Army exhibition game at West Point starting at 2pm. On Mon (opening day), the RSN rolls out its new Yankees graphics package. Play ball! -- **TNT** greenlit new docudrama "Nashville Confidential." The unscripted series is slated to launch in early '14. -- **The Hub Network** secured rights to new series, "Kiss Hello Kitty" (wt), based on Kiss x Hello Kitty line of products. The animated series in early development will feature the 4 KISS x Hello Kitty characters living their rock 'n' roll dreams and "bringing pink anarchy to every situation they are in." -- Two returning and 1 new original series are joining **WE tv's** summer lineup. "Bridezillas" will be back for a 10th season with 22 eps, accompanied by a new 9-ep spin-off, "Marriage Bootcamp: Bridezillas." "My Fair Wedding with *David Tutera*" will return for a 6th season with a new title, "David Tutera Unveiled" (8 eps).

BUSINESS & FINANCE

International: Liberty Global agreed to acquire a 12.65% state in Dutch cable firm **Ziggo** for around \$810mln. The deal is “an attractive opportunity to make a strategic investment in a market where it already enjoys a sizeable presence,” Liberty Global said.

Advertising: GroupM predicts digital advertising will hit an estimated \$42.8bln this year in North America. That compares to an estimated \$38.3bln for 2012. Other findings from the report: the avg percentage of consumers’ media time spent on-line worldwide has risen from 21% in '07 to a predicted 30% this year.

Technology: OH’s **Buckeye CableSystem** will deploy **Motorola Mobility’s** APEX3000 sometime during 2Q as a redundant edge QAM platform for switched digital video and VOD services. -- **Viggle** announced “AppJam,” a competition to create companion TV apps for its platform. Cash, prizes and integration onto the Viggle platform is at stake. It kicks off Apr 15 (appjam.viggle.com).

On the Circuit: NCTA’s **Michael Powell** and Comcast’s **Mark Coblitz** are among speakers at the 25th anniversary program of the **Broadband Cable Assoc of PA’s** Cable Academy (Apr 24-25, Harrisburg, PA). **Nielsen’s Peter Katsingris** and **CableLabs CTO Ralph Brown** also are among presenters. More info at cableacademy.com.

CableFAX Daily Stockwatch

| Company | 03/28 Close | 1-Day Ch | Company | 03/28 Close | 1-Day Ch |
|------------------------------|-------------|----------|-----------------------|-------------|----------|
| BROADCASTERS/DBS/MMDS | | | | | |
| DIRECTV: | 56.59 | (0.65) | CSG SYSTEMS: | 21.19 | 0.44 |
| DISH: | 37.90 | (0.12) | ECHOSTAR: | 38.97 | 0.25 |
| DISNEY: | 56.80 | 0.33 | GOOGLE: | 794.19 | (8.47) |
| GE: | 23.12 | 0.02 | HARMONIC: | 5.79 | 0.02 |
| NEWS CORP: | 30.76 | 0.28 | INTEL: | 21.84 | 0.01 |
| MSOS | | | | | |
| CABLEVISION: | 14.96 | 0.04 | JDSU: | 13.37 | (0.18) |
| CHARTER: | 104.18 | (0.11) | LEVEL 3: | 20.29 | 0.21 |
| COMCAST: | 41.98 | 0.23 | MICROSOFT: | 28.61 | 0.23 |
| COMCAST SPCL: | 39.61 | 0.23 | RENTRAK: | 21.98 | (0.11) |
| GCI: | 9.17 | 0.45 | SEACHANGE: | 11.89 | (0.01) |
| LIBERTY GLOBAL: | 73.38 | 1.03 | SONY: | 17.40 | (0.24) |
| LIBERTY INT: | 21.37 | (0.1) | SPRINT NEXTEL: | 6.21 | 0.17 |
| SHAW COMM: | 24.72 | 0.10 | TIVO: | 12.39 | 0.30 |
| TIME WARNER CABLE: | 96.06 | 0.05 | UNIVERSAL ELEC: | 23.25 | (0.46) |
| VIRGIN MEDIA: | 48.97 | 0.49 | VONAGE: | 2.89 | 0.03 |
| WASH POST: | 447.00 | (2.16) | YAHOO: | 23.53 | (0.06) |
| PROGRAMMING | | | | | |
| AMC NETWORKS: | 63.22 | 0.47 | TELCOS | | |
| CBS: | 46.69 | 0.53 | AT&T: | 36.69 | 0.07 |
| CROWN: | 2.05 | 0.04 | VERIZON: | 49.15 | 0.21 |
| DISCOVERY: | 78.74 | 0.15 | MARKET INDICES | | |
| GRUPO TELEVISA: | 26.61 | 0.08 | DOW: | 14578.54 | 52.38 |
| HSN: | 54.86 | (0.13) | NASDAQ: | 3267.52 | 11.00 |
| INTERACTIVE CORP: | 44.68 | 0.78 | S&P 500: | 1569.19 | 6.34 |
| LIONSGATE: | 23.77 | (0.15) | | | |
| OUTDOOR: | 8.92 | 0.02 | | | |
| SCRIPPS INT: | 64.34 | 0.37 | | | |
| STARZ: | 22.15 | 0.34 | | | |
| TIME WARNER: | 57.62 | 0.99 | | | |
| VALUEVISION: | 3.46 | 0.07 | | | |
| VIACOM: | 63.06 | 0.67 | | | |
| WWE: | 8.82 | 0.09 | | | |
| TECHNOLOGY | | | | | |
| ADVANTAGE: | 2.33 | (0.01) | | | |
| ALCATEL LUCENT: | 1.33 | 0.03 | | | |
| AMDOCS: | 36.25 | 0.42 | | | |
| AMPHENOL: | 74.65 | 1.50 | | | |
| AOL: | 38.49 | (0.71) | | | |
| APPLE: | 442.66 | (9.42) | | | |
| ARRIS GROUP: | 17.17 | 0.07 | | | |
| AVID TECH: | 6.27 | (0.13) | | | |
| BROADCOM: | 34.68 | 0.04 | | | |
| CISCO: | 20.89 | 0.07 | | | |
| CLEARWIRE: | 3.24 | (0.01) | | | |
| CONCURRENT: | 7.91 | 0.07 | | | |
| CONVERGYS: | 17.03 | (0.04) | | | |

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PROGRAMMER'S PAGE

Usurping the Iron Throne

It was evident that last night's opening of the traveling "Game of Thrones" Exhibition in NYC was a diehard GOT fan's dream. So naturally, I had no choice but to play the role of a superfan. Ok, so there was actually very little acting required. The exhibit—now free and open to the public in NYC and then on to Sao Paulo, Amsterdam and Belfast—featured a collection of more than 70 original artifacts from the show's 1st 2 seasons. We're talking hand-forged steel "hero" swords (bearing ominous appellations like "Longclaw" and "Ice"), intricately woven garments worn by Westeros nobility, full suits of armor, fan art submitted via the show's **tumblr**, and more. Also in play were interactive experiences. I was an archer pummeling digital ships with fire-engulfed arrows during the Battle of Blackwater Bay. I lounged on low-lying sofas draped in animal furs. I sat atop an impressive replica of the Iron Throne—and took home a photo as proof of being queen for a day. (See it on our Facebook page: <http://tinyurl.com/bo8svd4>). And the libations! Specialty cocktails aptly named "Winter Is Coming" and a special GOT brew, the Ommegang Iron Throne blond ale, washed down helpings of sliders and glazed chicken lollypops—and for the truly gluttonous, giant turkey legs. (Methinks they were mostly for show). All that was missing was an impromptu attack from a White Walker. (Cheers for that, **HBO** and **Time Warner Cable**. I frighten easily.) Hats off to both the aforementioned partners and the accompanying fans for capitalizing on an excellent way to connect with subscribers. Time Warner Cable CMO *Jeff Hirsch* told me the MSO has committed to 3 more event partnerships of this kind—with a "really big premiere," a broadcast show and an animated series. Can't say I'll succeed at simulating superfandom on every occasion. But I'm willing to give it a shot. - *Kaylee Hultgren*

Reviews: "Game of Thrones," season III premiere, Sun, 9p, **HBO**. With "GOT's" 3rd season, much is in the numbers: 27 main characters, shot in 5 countries and several languages, 12mln weekly viewers across HBO platforms and record DVD sales (season 2), despite being the most illegally downloaded show. For viewers who can't tell a Targaryen from a Stark or a Lannister, the 'Net can help. Or peruse *George R.R. Martin's* 1K-page novel, "A Storm of Swords." There's time. Similar to the novel, season 3 begins like a slumbering dragon. -- "Ben Hur," Sun, 8p ET, **Ovation**. Comparisons are inevitable when a classic is re-made. Fortunately, this "Ben Hur" has a sizzling lead (*Joseph Morgan*) and a strong supporting cast. Purists may quibble with story changes vs the '59 film, but they work. -- "Orphan Black," premiere, Sat, 9p, **BBC America**. As BBC A celebrates 15 years, the net bows its 2nd original scripted drama, a sci-fi thriller about a NY-based Brit with identity issues (talented newcomer *Tatiana Maslany*). Peabody-winner "Doctor Who" leads-in (8p). -- "Carpenter's Miracle," Sun, 7p ET, **GMC**. A humble carpenter performs miracles. No, not that carpenter. Still, a good story. -- "Baseball: Rangers vs Astros," Sun, 8p ET, **ESPN**. While spring training was riveting—maybe not—opening day/night always is. And it's the Stros' 1st as AL-ers. - *Seth Arenstein*

| Basic Cable Rankings (3/18/13-3/24/13) | | | |
|---|------|-----|------|
| Mon-Sun Prime | | | |
| 1 | USA | 2.5 | 2501 |
| 2 | HIST | 2.0 | 1975 |
| 3 | TBSC | 1.7 | 1701 |
| 3 | DSNY | 1.7 | 1691 |
| 5 | TNT | 1.6 | 1538 |
| 6 | A&E | 1.5 | 1491 |
| 7 | FOXN | 1.4 | 1384 |
| 8 | HGTV | 1.1 | 1083 |
| 8 | LIFE | 1.1 | 1050 |
| 10 | AMC | 1.0 | 1019 |
| 10 | ADSM | 1.0 | 995 |
| 10 | FAM | 1.0 | 929 |
| 10 | TRU | 1.0 | 892 |
| 14 | ESPN | 0.9 | 858 |
| 14 | NAN | 0.9 | 848 |
| 14 | FX | 0.9 | 832 |
| 17 | FOOD | 0.8 | 786 |
| 17 | SYFY | 0.8 | 784 |
| 17 | DISC | 0.8 | 762 |
| 17 | BRAV | 0.8 | 744 |
| 17 | DSE | 0.8 | 57 |
| 22 | TLC | 0.7 | 738 |
| 23 | TVLD | 0.6 | 596 |
| 23 | BET | 0.6 | 581 |
| 23 | SPK | 0.6 | 576 |
| 23 | HLN | 0.6 | 568 |
| 23 | MSNB | 0.6 | 566 |
| 23 | APL | 0.6 | 546 |
| 23 | LMN | 0.6 | 511 |
| 23 | ID | 0.6 | 501 |
| 31 | MTV | 0.5 | 538 |
| 31 | CMDY | 0.5 | 519 |
| 31 | HALL | 0.5 | 429 |
| 34 | CNN | 0.4 | 382 |
| 34 | TRAV | 0.4 | 373 |
| 34 | NGC | 0.4 | 351 |
| 34 | EN | 0.4 | 350 |
| 34 | VH1 | 0.4 | 348 |
| 34 | GSN | 0.4 | 322 |
| 34 | NKJR | 0.4 | 301 |
| 34 | OXYG | 0.4 | 301 |
| 34 | INSP | 0.4 | 259 |
| 34 | H2 | 0.4 | 258 |
| 34 | HMC | 0.4 | 222 |
| 45 | DXD | 0.3 | 269 |
| 45 | SCI | 0.3 | 249 |

*Nielsen data supplied by ABC/Disney



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