

# CableFAX Daily™

Wednesday — April 3, 2013

What the Industry Reads First

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## Going 'Rogue': DirecTV Bets on Crime Thriller

It's a big week for **DirecTV**, which on Wed premieres its 1st homegrown original series—a 10-ep, one-hour crime thriller called "Rogue" about a duplicitous cop (*Thandie Newton*) who infiltrates a mob family to find her son's killer. The show will launch on **Audience Network**, the satcaster's free net for subs and known more for acquisitions like "Damages" and "Friday Night Lights" than original productions. But with *Rogue*, that all changes. DirecTV has been involved from the ground up, taking a 50% stake in the show and working closely with exec producer *Nick Hamm* and creator *Matthew Parkhill*, who originally developed the concept for BBC as a 3-ep mini-series. At approx \$2.2m per episode, DirecTV is making a bold bet considering that Audience Net is only available to its 20m subs. And DirecTV Entertainment svp *Chris Long* notes that the show would have cost \$3-4m per ep if not for tax credits and other incentives stemming from a UK-Canadian treaty (the show is largely shot in Vancouver). Still, Long had to sell the brass that "this is the next iteration of how we're going to grow as a network"—and it wasn't easy. "So I think there's a lot riding on it," he told **CableFAX**. "But will it make or break the network? Absolutely not. It definitely will make or break the appetite to do more originals if this one doesn't do as well as we'd like." DirecTV will measure success through its own set-top data. "There's a number in our head that we know we're looking for, comparable to 'Friday Night Lights' and 'Damages,'" Long said. "And to me, that's a good benchmark for success." Cable ops likely aren't shaking in their boots yet, and DirecTV admittedly sees Audience Network as a retention play at the moment. "But if I have 4 or 5 of these kind of shows, I think that could be an acquisition play," he said. And while *Rogue* pushes the boundaries of sex and violence similar to a premium net like **Showtime** or **HBO**, Long admits that "I don't have a tenth of their budget. So it's hard to compare us to them because I can't really compete with them when it comes to money they spend." The show's also a big vehicle for star Newton, who learned Krav Maga for her role as tough-as-nails *Grace* and who tried not to think about the pressure surrounding DirecTV's 1st big foray into homegrown originals. "I think that might be something that *Matthew [Parkhill]* feels more," she said. "I don't allow myself to feel it. I think the way to alleviate the pressure is to do the best you can do." Parkhill put it simply: "The pressure comes through that sense of responsibility because they've put a lot faith in you." But he praised cable TV for raising the artistic bar in recent years. "I get to explore themes and dark material, complex material that I wouldn't have been able to do if it had been a 3-episode **BBC** project," he said. "I think American cable—since 'Sopranos' and 'Six Feet Under'—has enjoyed a renaissance, its golden age where you get to explore your themes and ideas on a massive canvas, and it's very liberating and very exciting." Come Wed, DirecTV hopes all the excitement will be worth it. **[Go to CableFAX.com for an extensive Q&A with DirecTV's Chris Long]**

**1Q Ratings: USA** was once again at the top of the heap in prime, with 2.3 HH rating and 3m total viewers. It's the 8th consecutive year USA has ranked as the most-watched cable net in prime for 1Q. **Disney** took 2nd place (1.9 HH rating/2.57m viewers) followed by **History** (1.8/2.54m), **ESPN** (1.6/2.16m) and **TBS** (1.6/2.11m). ESPN's

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BCS championship coverage was the quarter's highest rated programming, taking the top 3 spots. The return of "Walking Dead" to **AMC** on Feb 10 ranked 5th with 15.3mln viewers (Live+& blended with Live+SD). In fact, Walking Dead eps accounted for 5 of the top 10 spots in 1Q. The premiere of History's "The Bible" (14.9mln) ranked as #8. **MTV** continued to see ratings fall, with a 23% YOY dip to 0.73 HH rating. Sibling **Comedy Central** fell 7% to 0.65. Things were better for **Nick**, which was up 7% in total day to 1.36. USA was down 1% YOY, while Disney rose 6% and History climbed 9%. **Brag Book: The Hub** recorded an nice uptick, with prime rating jumping 31% YOY to 0.17 HH. Other gainers include **Nat Geo Wild** (+20% to 0.3), **Reelzchannel** (+55% to 0.31), **INSP** (+40% to 0.35) and **H2** (+29% to 0.44). **HLN**, helped by coverage of the *Jodi Arias* trial, was up 13% in total day to 0.27.

**TVE: NCAA** March Madness Live has garnered 45mln live video streams, up 158% vs '12 tournament to date. Across broadband, 5mln unique visitors watched live video, an increase of 139% versus the entire 2012 tournament (2.1mln). The mobile app had 3.2mln unique visitors watch live video, up 93% over the entire tournament last year

**Carriage: Atlantic Broadband** is launching **beIN Sport** in Miami Beach, South Miami and Northern Dade, FL. BeIN has exclusive coverage of Spain's La Liga, Italy's Serie A, France's Ligue 1 and Copa America 2015

**Certifiable: GCI's Daniel Tanner** and **Suddenlink's Chad Winnell** and **John Underhill** are the first techs to be certified by **SCTE** in all 9 current SCTE programs that test and confirm technical proficiency and knowledge. Their certifications include installations for small- and medium-size business customers, Internet Protocol Engineering Professions and Broadband Transport Specialist.

**On the Hill:** The **Sen Communications** subcmte has set a hearing for Tues on rural communications. Witnesses include **Boycam Cablevision** pres/CEO *Patricia Jo Boyers*, **CenturyLink** evp *Steven Davis*, **Ritter** comm vp, external affairs *John Strode* and **Telephone and Data Systems** pres/CEO *Leroy Carlson*.

**Online:** Remember **ComcastMustDie.com**? It looks like **TWCCustomerService.com** might be the **Time Warner Cable** equivalent, spoofing the "Enjoy Better" tagline by asking "What can we do worse?" *TechDirt* first reported Tues on the site, which features a video of 2 guys pretending to be with Time Warner Cable's customer service and asking what they can do worse as well as a fake message from CEO *Glenn Britt*.

**Upfronts: Bravo** is going full throttle at attracting key what it terms "affluencers," its upscale, educated audience of influencers, with new shows on everything from wealthy Southerners to yacht owners to upscale urbanites across a variety of genres (high society, old money, food and fitness, to name a few). It will continue to engage audiences on digital platforms, through apps and experiences like its "Play Live," which, according to **Bravo & Style Media** pres *Frances Berwick* has "increased live viewing by an average of 13%." She also said Bravo will create 3 new transmedia offerings, on the heels of the success of *Top Chef 10 Transmedia/Last Chance Kitchen*, which garnered more than 9mln views. The net added 126 new advertisers and 34 new online advertisers last year. As for its 2013 slate, there are 17 new unscripted series, 18 returning unscripted and 3 new scripted projects in development. A couple highlights from the unscripted slate: "Divorce Diva," attorney *Vikki Ziegler* advises soon-to-be divorced couples on how to divvy up their assets; "Extreme Guide to Parenting" (fall premiere) looks at extreme parenting styles, from tigers to helicopters; and "Newlyweds: The First Year," (May 6 premiere) shows the trials and tribulations of couples' first 365 days. "Southern Charm" highlights the decadence of

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It's that time of year again. Ok, it is really 6 months early, but this year **CableFAX** is shaking it up! Nominate your colleagues, your boss or even yourself for the **CableFAX100**, and the **Most Powerful Women** and **Most Influential Minorities** — all on a new easy to use consolidated form.

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# BUSINESS & FINANCE

Charleston's modern-day aristocracy and "Princesses: Long Island" (June 2 premiere) follows 6 pampered members of the "boomerang generation" as they live off daddy's bank account. In the scripted genre, there is another divorce-themed show in "Girlfriend's Guide to Divorce," a series on wealthy, upper east side NY families called "Heiresses," and an '80s period drama dubbed "High and Low."

**Programming:** HBO renewed "Game of Thrones" for a 4th season. -- **Comcast Hometown**, the MSO's regional net covering Northern and Central CA, will televise 31 live minor league baseball games from the CA League and Pacific Coast League. The telecasts begin Thurs at 7pm with the Fresno Grizzlies vs Tacoma Rainiers.

**People:** Ovation restructured its programming and marketing division, tapping *Evan Minskoff* as svp, head of marketing and brand strategy and *Douglas Strasnick* as svp, head of programming and content strategy. Both men report to *Robert Weiss*, who was named chief creative officer in Dec. Minskoff was previously head of brand for **Gilt Groupe**. Strasnick was most recently svp, biz dev and partner strategy at social media company **EGAL**. In Feb, *Deadline* reported the net laid off 20-25 employees (almost a quarter of its 95-person team) as part of a reorg aimed at relaunching stronger programming initiatives. Among Ovation's layoffs were svp, marketing *Gaynor Strachan Chun*.

## CableFAX Daily Stockwatch

Company	4/2 Close	1-Day Ch	Company	4/2 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	56.48	(0.27)	CONVERGYS:	16.68	(0.17)
DISH:	38.07	0.03	CSG SYSTEMS:	20.76	0.04
DISNEY:	57.46	0.77	ECHOSTAR:	38.95	0.57
GE:	23.34	0.26	GOOGLE:	813.04	11.85
NEWS CORP:	31.30	0.69	HARMONIC:	5.57	(0.2)
<b>MSOS</b>					
CABLEVISION:	14.65	(0.15)	INTEL:	21.45	0.03
CHARTER:	103.80	0.02	JDSU:	13.24	(0.02)
COMCAST:	42.30	0.92	LEVEL 3:	19.81	(0.32)
COMCAST SPCL:	39.88	0.71	MICROSOFT:	28.80	0.19
GCI:	8.89	0.18	RENTRAK:	21.06	0.04
LIBERTY GLOBAL:	75.31	1.65	SEACHANGE:	11.67	(0.01)
LIBERTY INT:	20.84	(0.2)	SONY:	17.00	0.40
SHAW COMM:	24.74	0.34	SPRINT NEXTEL:	6.23	(0.02)
TIME WARNER CABLE:	96.95	0.71	TIVO:	12.18	(0.24)
VIRGIN MEDIA:	49.81	0.57	UNIVERSAL ELEC:	23.78	0.44
WASH POST:	440.87	(5.23)	VONAGE:	2.80	(0.08)
<b>PROGRAMMING</b>					
AMC NETWORKS:	61.67	(0.19)	YAHOO:	23.78	0.28
CBS:	45.51	(0.23)	<b>TELCOS</b>		
CROWN:	2.03	(0.02)	AT&T:	37.57	0.32
DISCOVERY:	78.69	0.71	VERIZON:	49.50	0.28
GRUPO TELEVISA:	27.36	0.87	<b>MARKET INDICES</b>		
HSN:	54.19	(0.16)	DOW:	14662.01	89.16
INTERACTIVE CORP:	45.10	1.20	NASDAQ:	3254.86	15.69
LIONSGATE:	23.11	(0.34)	S&P 500:	1570.25	8.08
OUTDOOR:	8.90	0.01			
SCRIPPS INT:	63.97	0.17			
STARZ:	21.09	(0.42)			
TIME WARNER:	57.58	(0.04)			
VALUEVISION:	3.37	0.15			
VIACOM:	63.06	0.41			
WWE:	8.77	0.02			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.31	(0.02)			
ALCATEL LUCENT:	1.31	(0.01)			
AMDOCS:	35.94	(0.01)			
AMPHENOL:	73.71	0.19			
AOL:	38.09	(0.28)			
APPLE:	429.79	0.88			
ARRIS GROUP:	16.80	(0.13)			
AVID TECH:	6.84	0.37			
BLNDER TONGUE:	1.18	(0.07)			
BROADCOM:	34.03	(0.19)			
CISCO:	21.22	0.39			
CLEARWIRE:	3.25	0.01			
CONCURRENT:	7.75	(0.17)			

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