

# CableFAX Daily™

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What the Industry Reads First

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## Destination America: Planet Green Changing Colors to Red, White & Blue

**Discovery** is getting close to revealing the rebrand for **Planet Green**, with it set to be a hot topic at this week's upfront presentation, **Cfax** has learned. Get ready for **Destination America**. That will be the moniker of Discovery's newest network, which will celebrate Americana through food, culture, travel, homes, biographies and more, according to sources. While some might draw parallels to **Travel Channel** (once part of the Discovery stable, now part of **Scripps Nets Interactive**), Destination America is billed as a much broader lifestyle channel. Last year, Discovery CEO *David Zaslav* said Planet Green would be shifted entirely from its environmental focus. "Planet Green is a great platform, but the channel could be better at drawing in new viewers," Zaslav told us in Aug. Details on the forthcoming net should be revealed at Thurs' upfront presentation in NYC. We don't know when the name will change to Destination America, but it's likely tied to upcoming contract renewals. During Discovery's 1Q earnings call, Zaslav said the programmer has deals coming up beginning at the end of this year. Planet Green launched in June '08 to more than 50mIn HHs, but it never picked up much traction. For 1Q, it averaged a 0.2 HH rating in prime, up slightly from a 0.17 HH rating in 1Q11. Planet Green was actually a rebrand of **Discovery Home**, with Zaslav wanting to make better use of the subscriber penetration levels of the net.

**Chartervision:** When word came last month that **Cablevision** evp *Jonathan Hargis* was resigning to pursue other opportunities, we immediately suspected the CMO spot that has been empty at **Charter** since Feb '11 (**Cfax**, 3/8). Our suspicions proved true, with Charter announcing Tues that Hargis will join Apr 9 as evp, CMO, overseeing Charter's sales and marketing activities. He'll also be reunited with *Tom Rutledge*, Charter's new CEO. As for Cablevision, the departures continue. Cablevision investor relations svp *Patricia Armstrong* is resigning from the company. She plans to stay on until some time in May. *Bret Richter*, who serves as svp, financial strategy and dev, will take on the IR responsibilities.

**In the States:** **Frontier** said all operating, financial and HR systems associated with its '10 acquisition of **Verizon** wireline exchanges in 14 states have been successfully converted onto Frontier's legacy systems. The conversion was completed approx. 9 months ahead of schedule, with the final phase occurring this month when AZ, CA, ID, IL, NV, OH, OR, WA and WI ops were moved onto Frontier's systems.

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**Off the MAP:** Reports came Tues that **Media Access Project** will suspend operations May 1, with the board blaming the difficult funding environment facing the public interest group. Founded in '73, MAP has served as a public interest law firm representing clients seeking to promote the free flow of info and a diversity of voices in media. "Obviously, MAP's closing also resonates with me on a very personal level," said **Public Knowledge** pres/CEO **Gigi Sohn**. "I worked at MAP for 10 years and I consider **Andy Schwartzman** my mentor. I hope and believe that he will continue to be an important advisor to the field that he helped to build." On **Twitter**, **NCTA** chief **Michael Powell** wrote, "We were not always in agreement but Andy Schwartzman and MAP always a class act. Sorry to see them go."

**Advertising/Marketing:** **ESPN** debuts its 1st Spanish-language "This is SportsCenter" spot on Wed. It features NY Yankees 2nd baseman **Robinson Cano** in a send-up of his popular handshake routine with teammates. It'll air in English and Spanish, with the Spanish version debuting at 9am ET.

**Technology:** **Sony** signed a licensing deal for **Rovi's** IPG patent portfolio and related product solutions, including online content delivery services. -- **Concurrent** announced the latest software release for its VOD product, allowing ops to insert unique ads in individual VOD sessions at any point during playback.

**Ratings:** **Nick** outpaced **Disney** last week in total day (1.2 HH rating vs 1.1). Nick's 25th annual Kids' Choice Awards Sat was the week's most-watched program in basic cable, averaging 6.2mln total viewers. In the prime race, **USA** was easily #1 for the week (2.0 HH rating/1.97mln delivery). **Disney** (1.5/1.49mln) and **Fox News** (1.5/1.46mln) tied for 2nd. -- The return of "Game of Thrones" Sun resulted in a 6.3mln gross audience across the night's 3 plays on **HBO**. The 9pm was the most-viewed scripted series on cable for the week with 3.9mln viewers.

**Programming:** President Obama will deliver a special intro for **USA's** airing of "To Kill a Mockingbird," Sat at 8pm. USA said the airing marks the 1st national broadcast of the digitally remastered and fully restored classic. The film celebrates its 50th anniv this year. As part of **Universal Pictures'** centennial, the company has made a major film restoration commitment of 13 motion picture classics including the restored "To Kill A Mockingbird." -- The cast of "In Living Color" will be honored with the Groundbreaking Award at the **TV Land Awards** 10th anniv celebration, taping Apr 14 in NYC. Previously announced honorees include "Laverne & Shirley," "One Day at a Time," and "Pee-Wee's Playhouse." The awards air on the net Apr 29, 9pm. -- **Bravo** acquired feature doc "The Queen of Versailles," which will debut next year. The doc is about a couple constructing the largest house in America, modeled after the palace of Versailles. But as a result of the financial crisis, their extravagant plans are put on hold. -- Magazine publisher **Bonnier** and **Outdoor Channel** expanded their relationship. As a result, reality series "Field & Stream Total Outdoorsman Challenge" will move from a 4-part special to 13-ep series in Oct. **Mobil 1** will serve as the title partner and **BassPro Shops** as the retail partner. -- If you can stop sneezing long enough, check out **The Weather Channel's** Pollencast, which provides pollen data in your info, pollen maps and pollen alerts. In partnership with **Zyrtec** and **Benadryl**, the info can be found on TV, online (weather.com/pollen), mobile Web and through apps for iPad, iPhone and Android. -- **ESPN** renewed the rights to televise the Australian Football League with a 3-year deal to bring viewers exclusive live coverage of the AFL Premiership in the UK and Republic of Ireland, Canada, and sub-saharan Africa. Additionally, it has secured co-exclusive live television rights in the Caribbean and Israel.

**Marketing:** "Attack of the Bass" debuts Sun on **Sportsman Channel**, with viewers getting the chance to win a \$500

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# BUSINESS & FINANCE

Sportsman's Warehouse gift card each week by watching for on-air clues.

**Honors:** Turner is in front, with 13 nominations for this year's **NAMIC** Vision Awards split between **CNN**, **TBS** and **TNT**. Now in their 18th year, the awards recognize original, multi-platform TV programming that depicts the lives and contribution of people of color and best reflects the diversity of the global viewing audience. **BET** **Nets** and **BET Intl** collectively earned 9 nominations. **ESPN** and **ESPN Deportes** earned a total of 7 nods, as did **HBO**. Other nets with nominations include **OWN** (5), **Scripps Nets Interactive** (4) and **Universal TV** (4). -- The **Cable TV Pioneers** will induct a new class of 16 members May 20 in Boston at the group's 46th annual banquet. Among this year's class: **C-SPAN's Bruce Collins**, **Invidi's David Downey**, **Blue Highways' Stan Hitchcock**, **Atlantic Broadband's Ed Holleran** and **YAS Capital's Rouzbeh Yassini-Fard**.

**On the Circuit:** **WICT** will partner with **espnW** and the **Women's Sports Foundation** to hold the "40 for 40" event, honoring 40 women who have benefitted from Title IX. **Scripps Networks Interactive** will be supporting sponsor for the Jun 21 event in DC.

**Public Affairs:** **Bright House** is expanding its Community Service Day, making it company-wide. The initiative lets Bright House employees volunteer during work hours. Full-time workers get 1 day/year to volunteer; part-timers get to use 4 hours for volunteering.

## CableFAX Daily Stockwatch

Company	04/03 Close	1-Day Ch	Company	04/03 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	49.55	(0.39)	CLEARWIRE:	2.24	(0.01)
DISH:	33.29	(0.29)	CONCURRENT:	3.70	(0.09)
DISNEY:	43.29	(0.55)	CONVERGYS:	13.38	(0.12)
GE:	19.96	(0.06)	CSG SYSTEMS:	15.17	(0.2)
NEWS CORP:	20.16	(0.04)	ECHOSTAR:	27.85	(0.29)
<b>MSOS</b>					
CABLEVISION:	14.29	(0.34)	GOOGLE:	642.62	(4.3)
CHARTER:	63.01	(1.36)	HARMONIC:	5.30	(0.11)
COMCAST:	29.66	(0.39)	INTEL:	28.11	(0.27)
COMCAST SPCL:	29.26	(0.35)	JDSU:	14.40	(0.19)
GCI:	8.46	(0.14)	LEVEL 3:	26.50	0.58
KNOWLOGY:	18.36	(0.15)	MICROSOFT:	31.94	(0.35)
LIBERTY GLOBAL:	49.90	(0.9)	MOTOROLA MOBILITY:	39.13	(0.1)
LIBERTY INT:	19.07	(0.1)	RENTRAK:	21.22	(0.83)
SHAW COMM:	21.41	(0.18)	SEACHANGE:	8.05	0.05
TIME WARNER CABLE:	80.91	(0.96)	SONY:	20.50	(0.31)
VIRGIN MEDIA:	25.46	(0.02)	SPRINT NEXTEL:	2.88	0.02
WASH POST:	372.91	(1.24)	THOMAS & BETTS:	71.79	(0.11)
<b>PROGRAMMING</b>					
AMC NETWORKS:	43.67	(0.4)	TIVO:	11.87	(0.06)
CBS:	33.88	0.14	UNIVERSAL ELEC:	20.19	0.02
CROWN:	1.58	(0.02)	VONAGE:	2.23	(0.02)
DISCOVERY:	51.08	0.09	YAHOO:	15.18	(0.28)
GRUPO TELEVISIA:	21.34	(0.39)	<b>TELCOS</b>		
HSN:	37.95	(0.27)	AT&T:	31.43	(0.02)
INTERACTIVE CORP:	49.12	(0.35)	VERIZON:	38.46	(0.06)
LIONSGATE:	13.51	0.21	<b>MARKET INDICES</b>		
LODGENET:	3.79	0.21	DOW:	13199.55	(64.94)
NEW FRONTIER:	1.60	0.04	NASDAQ:	3113.57	(6.13)
OUTDOOR:	7.04	(0.4)	S&P 500:	1413.38	(5.66)
SCRIPPS INT:	49.00	(0.42)			
TIME WARNER:	37.49	(0.1)			
VALUEVISION:	1.91	(0.17)			
VIACOM:	51.20	(0.47)			
WWE:	8.76	(0.12)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.38	(0.07)			
ALCATEL LUCENT:	2.32	UNCH			
AMDOCS:	31.74	(0.1)			
AMPHENOL:	60.70	(0.63)			
AOL:	18.70	(0.01)			
APPLE:	629.32	10.69			
ARRIS GROUP:	11.22	(0.05)			
AVID TECH:	10.78	(0.25)			
BLNDER TONGUE:	1.35	UNCH			
BROADCOM:	38.21	(0.68)			
CISCO:	20.82	(0.29)			

# The CableFAXIES awards

Awards Breakfast  
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