

# CableFAX Daily™

Thursday — April 5, 2012

What the Industry Reads First

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## Winner Circle: Not Everybody Gets a Peabody

Cable was well represented in this year's **Peabody Award** wins. It marks the 71st year of the awards, recognized as one of the most prestigious prizes for excellence in electronic media. Critically acclaimed series such as **HBO's** "Game of Thrones" and **Showtime's** "Homeland" made the cut this year. Nice praise for series that were both freshmen last year, if not surprising. "Homeland" was the highest-rated 1st season drama series ever for Showtime, averaging 4.4mln weekly viewers. "Thrones" returned for Season 2 on HBO Sun with a gross audience of 6.3mln viewers across 3 plays, a 74% increase over Season 1's premiere. Also picking up honors were the canceled "Treme" on HBO, Showtime doc "Rebirth," which originally aired on the 10th anniversary of the 9/11 attacks, HBO doc "Earth Made Glass," on how Rwanda is dealing with its horrific legacy of genocide. Premium nets weren't the only victors. **IFC's** funny "Portlandia" got the nod. So did **Comedy Central's** "The Colbert Report" Super PAC segments, which the committee said "mixed cerebral comedy with inspired sight gags, interviews and preposterously funny monologues." On the journalism side, **CNN** was honored for its reporting of the Arab Spring, including the uprising in Libya as well as its "CNN Heroes" tribute, which rewards 10 people from around the world for their significant impact on others. CNN's *Fareed Zakaria* also was recognized for his interpretation and commentary on Iran. **Al Jazeera English** was honored for its "Arab Awakening" coverage, with the Peabody panel calling its on-the-ground reporting thorough and brave. The awards, administered by the University of Georgia's Grady College of Journalism and Mass Communication, are the oldest electronic media awards in the world. Founded in 1940, they've been around longer than the 1st radio awards (presented in '41), TV awards ('48), cable awards ('81) and Website awards ('03).

**New Destination: Discovery** officially announced what it's calling a "re-naming" of **Planet Green** to "**Destination America**" (*Cfax*, 4/4). The planet evolves into an Americana-focused net on May 28—Memorial Day—celebrating American loves such as fast food and amusement parks. Programming on tap includes "BBQ Pitmasters" (May 3, 10pm debut), "Fast Food Mania" (June 3 10pm) and "Cheating Las Vegas." Aimed at adults 25-54, the net also will launch an iPhone app that lets consumers share favorite destinations and themes across America. Users can browse images by location or in diverse categories ranging from beautiful to nostalgic to restaurants, mountains



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and more. The "Only In America" portion will feature top 10 activities and suggestions ranging from National Parks to hilarious road signs, food sculptures to outrageous hobbies, patriotic pets to hairstyles. "Americans may be divided by politics, but we are united by our love of country," said *Henry Schleiff*, pres, gm of Destination America. "As a network inclusive to all, Destination America will celebrate this connective spirit by curating the common ground among us: the pluck of the worn saddle, the promise of exploring new territory, and the diversity that has made this nation great."

**In the States:** Comcast has its 1st all-IP set-top box on the roadmap, *Light Reading Cable* reports, citing sources. The box, being called the X3, is capable of running Comcast's cloud-based navigation system and handling future services, such as a network DVR. It's not clear when Comcast will introduce the X3, though it's not expected until late 2012 or sometime next year, the pub said.

**Vanguards:** Kudos to **NBCU's** *Bridget Baker* and **Suddenlink's** *Jerry Kent*, who will receive **NCTA's** top Vanguard awards for Distinguished Leadership at the **Cable Show** next month in Boston. The Vanguards will be presented at an awards lunch, May 23. Also receiving Vanguard honors: **Cox** COO *Jill Campbell* for cable operations management; **FX** pres/gm *John Landgraf* (programming); **ESPN** CTO *Chuck Pagano* (science & technology); **Time Warner Cable** chief govt relations officer *Gail MacKinnon* (govt & community relations); **AMC** evp, marketing *Linda Schupack* (marketing); **Motorola Mobility** pres Dan Moloney (associates & affiliates). **Mediacom** svp, customer service and financial ops *Tapan Dandnaik* and **Time Warner Cable** evp, CMO, residential services *Jeffrey Hirsch* will each receive a Young Leadership Vanguard.

**TV Everywhere:** **Mediacom** said it has boarded the **HBO Go** and **MAX Go** train, offering the authenticated online video services to customers who subscribe to either one or both channels. The service will roll out over the next few weeks. -- **Comcast** and **HBO** are close to wrapping up a deal to make HBO Go available on the Xbox, the *NY Times* reported Wed.

**Ratings:** **Cartoon's** "Adventure Time" returned for a 4th Season Mon night with strong ratings. It was the #1 telecast of the day on all TV among kids 2-11, 6-11 and 9-14, propelling Cartoon's entire Mon night primetime lineup (7-9pm) of animated comedies to #1 among those demos as well as boys 2-11, 6-11 and 9-14. It notched more than 2.6mln total viewers, up 96% vs the same time period last year.

**VOD:** **Verizon FiOS** is giving NY area subs access to **Yankees** and **Mets** games in HD via VOD. In addition to the games, other popular **YES** and **SNY** programming will be available. FiOS said it's the only provider in the NY metro area to offer the content in HD on VOD. The first HD games available will be the Mets opener against the **Atlanta Braves** on Thurs and the Yankees game the following day at Tampa.

**Upfronts:** **Bravo** is set to debut its 1st scripted series next year. 2 scripted shows are in development: "22 Birthdays," (wt) which focuses on the scandalous activities of a group of parents at an exclusive private school, and "Blowing Sunshine," (wt) set in a fictional private rehab center. There is still plenty of the reality fare that Bravo has built its brand on. Among the 11 new series: "Life After Top Chef," following some of the series' beloved former contestants; "Below deck," a real-life "Upstairs/Downstairs" on a yacht; and "LA Shrinks," (wt) which details the personal and private lives of L.A. counselors.

**Programming:** **Disney Channel** says it ordered a comedy pilot that reimagines the traditional multi-camera family sitcom. "Bits & Pieces" will showcase bits and pieces of a family's funniest moments using quick, dynamic storylines that unfold through a series of short comedic vignettes. It's in consideration for a Disney series premiere next year. -- *Josh Brolin* will narrate "Untamed Americas," a 4-hour HD mini that will air on **Nat Geo**, **Nat Geo Wild** and **Nat Geo Mundo** in late spring. It marks the 1st US simulcast on all 3 Nat Geo channels. -- *Anthony Bourdain* serves as **TCM's** guest programmer Apr 10. On the menu: Western "The Searchers" (8pm ET), thriller "Eyes Without a Face," (10:15pm), "Get Carter" (midnight) and comedy "Withnail & I."

**Marketing:** **CTAM** has nabbed **HGTV** "Small Space, Big Style" personality *Libby Langdon* and **BehindTheBuy.com's** *David Gregg* as spokespersons for this year's CableMover campaign. Last year, the CableMover program generated 1.8mln leads to cable companies of people moving HHs. Moving advice from Langdon and Gregg will be

# BUSINESS & FINANCE

featured on Facebook, Twitter and the CableMover Website.

**On the Circuit:** **SkiTAM** raised \$1mln for the 6th consecutive year, with 1K industry execs enjoying the networking and family ski events last weekend in Vail. The money supports the training and coaching of the US National Paralympic Ski Team. Missed this year's event? Mark your calendars. **Adaptive Spirit's** SkiTAM returns to Vail next year Apr 4-7.

**Business/Finance:** Adult programmer **New Frontier** said it has retained investment banking firm **Avondale Partners** as its financial adviser to examine and consider a broad range of strategic alternatives. The process to review strategic alternatives will be overseen by the board's special committee of independent directors that, as previously announced, is also evaluating the recent unsolicited non-binding acquisition proposals from **Manwin** and investment holding company **Longkloof**. "Our board of directors remains very enthusiastic about New Frontier Media's future prospects and has made no decision to sell the company. However, in keeping with our commitment to act in the best interests of all shareholders, we have decided to undergo a thorough review of strategic alternatives to determine the best opportunities for maximizing shareholder value at this time," said special cmte chmn **Alan Isaacman**.

## CableFAX Daily Stockwatch

Company	04/04 Close	1-Day Ch	Company	04/04 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	48.90	(0.65)	CLEARWIRE:	2.20	(0.04)
DISH:	32.66	(0.63)	CONCURRENT:	3.62	(0.08)
DISNEY:	42.93	(0.36)	CONVERGYS:	13.30	(0.08)
GE:	19.74	(0.22)	CSG SYSTEMS:	14.87	(0.3)
NEWS CORP:	19.72	(0.44)	ECHOSTAR:	27.24	(0.61)
<b>MSOS</b>					
CABLEVISION:	14.01	(0.28)	GOOGLE:	635.15	(7.47)
CHARTER:	61.78	(1.23)	HARMONIC:	5.18	(0.12)
COMCAST:	29.32	(0.34)	INTEL:	27.93	(0.18)
COMCAST SPCL:	28.91	(0.35)	JDSU:	13.87	(0.53)
GCI:	8.35	(0.11)	LEVEL 3:	26.72	0.22
KNOWLOGY:	18.10	(0.26)	MICROSOFT:	31.21	(0.73)
LIBERTY GLOBAL:	49.08	(0.82)	MOTOROLA MOBILITY:	38.95	(0.17)
LIBERTY INT:	18.99	(0.08)	RENTRAK:	20.18	(1.04)
SHAW COMM:	21.19	(0.22)	SEACHANGE:	8.06	0.01
TIME WARNER CABLE:	80.59	(0.32)	SONY:	19.72	(0.78)
VIRGIN MEDIA:	25.40	(0.06)	SPRINT NEXTEL:	2.75	(0.13)
WASH POST:	372.77	(0.14)	THOMAS & BETTS:	71.74	(0.05)
<b>PROGRAMMING</b>					
AMC NETWORKS:	43.29	(0.38)	TIVO:	11.51	(0.36)
CBS:	32.99	(0.89)	UNIVERSAL ELEC:	19.68	(0.51)
CROWN:	1.51	(0.07)	VONAGE:	2.16	(0.07)
DISCOVERY:	50.93	(0.15)	YAHOO:	15.27	0.09
GRUPO TELEVISIA:	21.13	(0.21)	<b>TELCOS</b>		
HSN:	37.32	(0.63)	AT&T:	31.57	0.14
INTERACTIVE CORP:	48.31	(0.81)	VERIZON:	38.39	(0.07)
LIONSGATE:	13.07	(0.44)	<b>MARKET INDICES</b>		
LODGENET:	3.85	0.06	DOW:	13074.75	(124.8)
NEW FRONTIER:	1.63	0.03	NASDAQ:	3068.09	(45.48)
OUTDOOR:	7.04	UNCH	S&P 500:	1398.96	(14.42)
SCRIPPS INT:	48.40	(0.6)	<b>TECHNOLOGY</b>		
TIME WARNER:	36.92	(0.57)	ADDVANTAGE:	2.40	0.02
VALUEVISION:	1.89	(0.02)	ALCATEL LUCENT:	2.19	(0.13)
VIACOM:	50.39	(0.81)	AMDOCS:	31.52	(0.22)
WWE:	8.56	(0.2)	AMPHENOL:	59.64	(1.06)
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.40	0.02	AOL:	18.45	(0.25)
ALCATEL LUCENT:	2.19	(0.13)	APPLE:	624.31	(5.01)
AMDOCS:	31.52	(0.22)	ARRIS GROUP:	11.02	(0.2)
AMPHENOL:	59.64	(1.06)	AVID TECH:	10.36	(0.42)
AOL:	18.45	(0.25)	BLNDER TONGUE:	1.34	(0.01)
APPLE:	624.31	(5.01)	BROADCOM:	37.54	(0.67)
ARRIS GROUP:	11.02	(0.2)	CISCO:	20.36	(0.46)
AVID TECH:	10.36	(0.42)			
BLNDER TONGUE:	1.34	(0.01)			
BROADCOM:	37.54	(0.67)			
CISCO:	20.36	(0.46)			

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## Think about that for a minute...

### What's In A Name?

Commentary by Steve Effros

We've reached a very interesting point in the evolution of competitive information delivery. We can't even adequately define what, or at least how we should characterize what we're talking about!

It used to simply be accepted that television viewers, for instance, did not care how the picture got to them, they were interested in the content. For many years that



thought was the norm. I think it's still true. Folks don't care whether American Idol arrives "over the air" or via cable or by satellite; they just want to watch it.

But now that "television" program and many others are also available via "data" transmission. The Internet.

Broadband. Whatever you want to call it. It's no longer characterized as "television" but as "video," and for some reason this latest addition to the arsenal of ways to deliver that programming to consumers has led to an argument that all of the delivery mechanisms are "the same," and should be required to operate as such! Clearly that's not true.

The FCC just released a document asking the question: what is an "MVPD?" Now "MVPD" stands, in legalese, for "multi-channel video program distributor." It was a made up term. Legislators and regulators were getting all tied up trying to define what they were regulating when they had to deal with cable operators, satellite delivery (DBS) services, and even broadcasters who could deliver multiple "channels" (another useless term) over their one "over the air" licensed frequency.

The confusion has now gotten to the point of no return with the advent of "over the top" video delivery via the Internet. Notice I did not use any technical terminology dealing with computer protocols to define that delivery,

such as "IP," since that gets things even more confused given that "IP" is used both in the context of data delivery via the Internet and "last mile" delivery via a broadband infrastructure. Those are two different things, but there are some folks who conflate them, and think everything is the same.

Consumers and viewers simply see the program they want to watch. If you represent a group seeing things from that perspective, then everything IS the same. However, if you're a business competing with other businesses to DELIVER (whether packaged or not) that program, then there are a whole lot of differences! The broadcasters need one type of license and use one technology, the satellite guys another, the cable folks have a totally different infrastructure and cost basis and the like. To think that they are "all the same" is just foolish, and certainly not accurate.

So here's my question, since we are finally getting to a new starting point of even having to ask what "MVPD" should mean to the regulator: why bother? The only apparent reason for assigning that "universal" name is in order to regulate. Once an artificial "definition" is created of a category of service, then there seems to be an assumption that the category, no matter how different its component parts are, can be logically made subject to standardized, "uniform" rules. I just don't think that's true.

If there is one thing that's clear from the fact that there are so many different types of MVPDs these days that we can't even define the term, it's that there's loads of competition in delivering that programming to the consumer, and the viewer has more options today than ever! So why regulate at all?

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