

CableFAX Daily™

Monday — April 9, 2012

What the Industry Reads First

Volume 23 / No. 067

Destination Oprah: Discovery Comm Dazzles as Advertisers Kick Tires

Even with ratings and ad sales up across its many nets, **Discovery Comm** still faces fickle advertisers amid some change, including **OWN's** still-in-progress reboot, the recent launch of upscale male lifestyle net **Velocity** and the just announced rebrand of Planet Green to **Destination America**. But at its Upfront presentation late Thurs, execs projected energy and confidence as pres/CEO *David Zaslav* touted **Investigation Discovery's** growth—"we've never seen a channel grow like this"—and vigorously defended OWN, noting that ratings have been up since Jan "despite what the media says." Planet Green's reincarnation as Destination America about "working people and culture all throughout this great United States" also made Zaslav's remarks. *Mark Etkind*, svp, content strategy, will handle DA's day-to-day, and Zaslav said gm *Schleiff* "will sprinkle some of his magic." Schleiff's enthusiasm bubbled at the after-party. "It's an advertiser's dream," he said, adding that the net wants to "tell American stories—heroes, villains... We want to talk about travel in America, we want to talk about food. [We're] putting it under the umbrella of curation." The pitch for OWN, meanwhile, was "momentum," with co-presidents *Sheri Salata* and *Erik Logan* touting ratings growth, and Salata jokingly announcing a new series: "Book Club Fight Club," about *Oprah Winfrey* kicking ass during book club meetings (We wish it was true). Then the OWN CEO herself appeared, with 2 of the 6 sextuplets featured in a new series "Six Little McGhees." She compared running OWN to climbing Mount Kilimanjaro. "When I arrived in July, I felt like I was not even at basecamp," she said. "I'm nowhere near the summit—but I can see the summit." No after-party for Oprah, though. The OWN chief ducked out early for a special dinner with pres, ad sales *Joe Abruzzese*, Zaslav and key clients. -- A few other presentation highlights: Asserting that Velocity's audience in 75% male, gm/svp *Bob Scanlon* introduced the net's '12/'13 season headliner, "Road to LeMans," a 4-part docu-series following *Patrick Dempsey's* passion for auto racing as he tackles the French competition's 24 hours. The "Grey's Anatomy" star, also exec producer, grew emotional and told the crowd that after watching, "hopefully you'll feel about racing the way I do." **TLC**, meanwhile, brought in a troop of competitive Irish dancers, the subject of a new docu-series. ID's capitalizing on its "addicted" audience by adding a new daytime block Schleiff called "Afternoon Delight," featuring the new series "Deadly Affairs" hosted by soap star *Susan Lucci*. And **Science** gm *Debbie Myers* revealed that comedian *Ricky Gervais* and his "An Idiot Abroad" co-stars are developing another show for the channel, though no concrete details yet.

Cross Currents: For snarky bloggers and reporters who feed off personality driven mudfests, **Current** and its ousted anchor *Keith Olbermann* are providing plenty of sustenance. Following Olbermann's tweets, a lawsuit and even barbs on "Late Night with *David Letterman*," Current has now fired back with a counter complaint alleging that Olbermann "failed to deliver on his contractual promises" by refusing to do publicity for the fledgling net, taking unauthorized days off and acting in other ways generally filed under doesn't-play-well-with-others (Current mentions one complaint from the studio landlord in Nov alleging that Olbermann threw "at full force" a glass mug at the set, creating a "potentially dangerous situation" when

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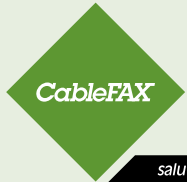
Tonia O'Connor
Univision Communications



Kevin P. Smith
Comcast Spotlight



Dana Zimmer
NBCU



Sales Executive of the Year Awards

saluting cable sales leadership

Pre-Announced Winners

Launch Team of the Year

- Knology - The Give and Get of Sales

Out of Box: The Relentless

- Helen Hauser - Ovation

Out of Box: The Renewer

- Mark Romano - Outdoor Channel

Out of Box: The Woo-er

- Chris Ozminkowski - BBC America

Regional Sales Person of the Year

- Allison Clarke - AMC Networks
- Ivan Bagueiras - Discovery Networks Latin America/US Hispanic

Finalists

Affiliate Sales Person of the Year (Below the VP Level)

- Holly Mauer - Crown Media Family Networks
- Sara Timmins - RLTV

Affiliate Sales Person of the Year (VP Level and Above)

- Deanna Andaverde - Univision Communications Inc
- Bradley Fleisher - NBCUniversal
- Laura J. Lee - Crown Media Family Networks
- Michelle Rice - TV One
- Brent Scott - Scripps Networks Interactive
- Michael Smith - HSN

Affiliate Sales Team of the Year (Emerging and Mid-Size Networks)

- Outdoor Channel
- RLTV
- TV One

Affiliate Sales Team of the Year (Large Networks)

- MLB Network
- TV Guide Network
- Turner Network Sales

Brand Integration Team of the Year

- Discovery Solutions Team - Discovery Networks Latin America/US Hispanic

- Scripps Networks Interactive / Food Network Ad Sales & Marketing Team

Most Creative Program Sold to Client

- Food Network & DoubleTree by Hilton Hotels
- HGTV & Pulte Homes

Most Creative Sales Pitch

- Discovery Communications - Velocity Launch Party in New York City
- GMC - TV 2011 Upfront Presentation
- HGTV & Sears - All-American Handyman

National Sales Person of the Year (Below the VP Level)

- Casey Gould - Crown Media Family Networks
- Graig Hale - Sportsman Channel
- Brian Napolitano - Ovation
- Jeff Rohr - Comcast Media Center

National Sales Person of the Year (VP and Above)

- Ed Georger - Crown Media Family Networks
- Liz Janneman - Ovation
- Greg Regis - Scripps Networks Interactive
- Peter Wright & Melissa Drucker - BBC Worldwide Limited

National Sales Team of the Year

- Ovation
- Crown Media Family Networks
- Discovery Communications

CableFAX Sweet 16

Laura Caraccioli-Davis
Electus

Colleen Milway
Campbell Soup Company

Carolyn Cradts
Cars.com

Brian Johnson
Subaru of America

Tom McGovern
Optimum Sports

Michelle Murphy
Media Design Group

Tony Pace
Subway

Miraj Parikh
Spark

Gina Pomponi
Mercury Media

Norris Post
LiquidThread, Starcom MediaVest Group

Richard Quigley
Chase

Mike Rosen
Starcom USA

Marc Speichert
L'Oreal

Chad Urice
Media Storm

Brian Wieser
Pivotal Research Group

Jackie Woodward
MillerCoors

Congratulations to all honorees!

See you on May 1st! To register for the event, visit www.CableFAX.com/events

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it shattered). Olbermann's suit "levels a series of ad hominem attacks on the principals of Current who, in fact, have done nothing wrong," stated Current in its cross-complaint. "Current had every right to terminate Mr. Olbermann's services rather than continuing to pay a princely sum while receiving a pauper's performance in return... In the fourteen months since signing the Agreement, Mr. Olbermann's tenure at Current has been marked by an utter disregard for his contractual responsibilities, in particular of those requiring him to promote and advance the network." Current especially bristled at Olbermann's complaints about Current's alleged frugality, arguing that "he arrogantly and falsely calls 'cheap' the company that has paid him the highest compensation he had ever received in his career, provided him the largest staff of any program he had ever anchored, given him the largest studio and custom-designed set on which he had ever worked, and paid over \$50,000 in an eight month period to eight different limousine companies because none of the previous seven were able to meet his Patrician standards for how to drive him around New York City." Ouch. This could get ugly. Oh, wait. It already is.

Programming: TLC will celebrate the 1-year anniversary of *William and Kate*'s royal wedding with 2 back-to-back specials on Apr 28, respectively: "William & Kate: One Year Later" (9pm ET) exploring their lives since they tied the knot, and "My Mother Diana" (10pm ET) on how *Princess Diana*'s life and tragic end influenced William. -- **HBO** debuts on Apr 21 "Floyd Mayweather: Speaking Out" (10:30pm ET) as host *Michael Eric Dyson* interviews the boxing great. -- **Disney XD** on Apr 30 bows animated series "Motorcity" (9pm ET) set in a futuristic Detroit controlled by an evil billionaire. The premiere ep will be available for free **iTunes** download on Apr 16. -- **TV One** was set air on Apr 8 the "Trumpet Awards" (8pm ET) honoring African-American achievement. Hosted by comedian *Wayne Brady*, the event will feature honorees including *Tyrese Gibson*, *Earth, Wind and Fire*, *Ted Turner*, *Emmitt* and *Pat Smith*, Newark Mayor *Cory Booker* and the late *Rev. C. L. Franklin*, whose daughter *Aretha* will accept on his behalf. The special will re-air on Apr 14 and 22. -- Whew. **E!**'s omnipresent *Kardashians* will be back for an 18-ep run this summer, premiering May 10 in a new timeslot (Sundays, 9pm ET). "Keeping Up with the *Kardashians*" will lead into new series "Mrs. Eastwood & Company" (10pm ET) following *Clint*'s wife and daughter. -- **Univision**'s new sports net **Univision Deportes Network** kicks off Apr 7 on **DishLATINO** and **DISH**'s America's Top 200.

At the Portals: FCC chmn *Julius Genachowski* will join Sen *Frank Lautenberg* (D-NJ) on Apr 11 in Hoboken, NJ, to announce new initiatives to spur high-tech innovation in the state. The event's at 11 am ET at the Stevens Institute of Tech.

Technology: Comcast Media Center announced that **NHL Network** is now using its cloud-based ad distribution network to deliver promo spots to affiliates. -- **Xfinity** customers will be able to access **HBO Go** content through an XBox starting the week of Apr 9, according to a Fri post on the **ComcastVoices** blog.

Cable Show: **NCTA** announced new features around its "Imagine Park" interactive floor venue planned for the Cable Show in Boston next month: The App Pond will showcase new entertainment-oriented apps for mobile devices; Imagine App Challenge will pit student teams vying to build the best apps, which they'll demonstrate to a panel of industry judges; Start-up Alley will feature Boston-area startups working on TV and broadband products. The Cable Show runs May 21-23.

Public Affairs: **Disney** and **Common Sense Media** are partnering for an anti-cyberbullying campaign that will feature PSAs on **Disney Channel**, **Disney XD** and **Disney.com**. The spots, which began running on Apr 5, feature Common Sense Media's "Role Model of the Year" honoree *Bridgit Mendler*.

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CableFAX Week in Review

Company	Ticker	4/05 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	49.83	0.99%	16.53%
DISH:	DISH	32.91	0.06%	15.55%
DISNEY:	DIS	43.08	1.6%	14.88%
GE:	GE	19.49	2.89%	8.82%
NEWS CORP:	NWS	19.76	1.05%	8.69%

MSOS

CABLEVISION:	CVC	14.00	4.63%	(1.55%)
CHARTER:	CHTR	62.76	1.09%	10.22%
COMCAST:	CMCSA	29.56	1.5%	24.67%
COMCAST SPCL:	CMCSK	29.11	1.36%	23.56%
GCI:	GNCMA	8.35	4.24%	(14.71%)
KNOLOGY:	KNOL	18.28	0.44%	28.73%
LIBERTY GLOBAL:	LBTYA	49.53	1.1%	20.72%
LIBERTY INT:	LINTA	19.10	0.05%	17.76%
SHAW COMM:	SJR	21.02	1.50%	8.52%
TIME WARNER CABLE:	TWC	80.84	0.81%	27.17%
VIRGIN MEDIA:	VMED	25.33	1.40%	18.48%
WASH POST:	WPO	376.17	0.70%	(0.17%)

PROGRAMMING

AMC NETWORKS:	AMCX	43.53	2.46%	15.83%
CBS:	CBS	33.33	1.71%	22.81%
CROWN:	CRWN	1.53	3.77%	26.45%
DISCOVERY:	DISCA	51.74	2.25%	26.29%
GRUPO TELEvisa:	TV	21.20	0.57%	0.66%
HSN:	HSNI	37.14	2.34%	2.43%
INTERACTIVE CORP:	IACI	48.85	0.49%	14.67%
LIONSGATE:	LGF	13.22	5.03%	58.89%
LODGENET:	LNET	3.67	1.38%	53.56%
NEW FRONTIER:	NOOF	1.66	7.10%	61.17%
OUTDOOR:	OUTD	7.24	7.77%	(2.95%)
SCRIPPS INT:	SNL	48.91	0.45%	15.30%
TIME WARNER:	TWX	36.65	2.91%	1.41%
VALUEVISION:	VVTV	1.90	13.10%	1.06%
VIACOM:	VIA	51.11	1.65%	(4.16%)
WWE:	WWE	8.33	6.09%	(10.62%)

TECHNOLOGY

ADDVANTAGE:	AEY	2.53	5.86%	20.48%
ALCATEL LUCENT:	ALU	2.15	5.29%	37.82%
AMDOCS:	DOX	31.50	0.25%	10.41%
AMPHENOL:	APH	59.33	0.74%	30.71%
AOL:	AOL	18.42	2.9%	21.99%
APPLE:	AAPL	633.68	5.69%	56.46%
ARRIS GROUP:	ARRS	11.42	1.06%	5.55%
AVID TECH:	AVID	10.30	6.36%	20.75%
BLNDER TONGUE:	BDR	1.27	4.97%	4.11%
BROADCOM:	BRM	37.40	4.83%	27.38%
CISCO:	CSCO	20.22	4.4%	11.84%
CLEARWIRE:	CLWR	2.15	5.7%	10.82%
CONCURRENT:	CCUR	3.61	0.82%	(4.75%)
CONVERGYS:	CVG	13.24	0.82%	3.68%
CSG SYSTEMS:	CSGS	14.89	1.65%	1.22%
ECHOSTAR:	SATS	26.98	4.12%	28.84%
GOOGLE:	GOOG	632.32	1.39%	(2.1%)
HARMONIC:	HLIT	5.14	6.03%	1.98%

Company	Ticker	4/05 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	28.07	(0.14%)	15.75%
JDSU:	JDSU	13.49	(6.9%)	29.21%
LEVEL 3:	LVL	26.65	3.58%	56.86%
MICROSOFT:	MSFT	31.52	(2.29%)	21.42%
MOTOROLA MOBILITY:	MMI	38.83	(1.04%)	0.08%
RENTRAK:	RENT	20.30	(10.57%)	42.16%
SEACHANGE:	SEAC	8.10	4.11%	15.22%
SONY:	SNE	20.01	(3.66%)	10.92%
SPRINT NEXTEL:	S	2.76	(3.16%)	17.95%
THOMAS & BETTS:	TNB	71.76	(0.21%)	31.43%
TIVO:	TIVO	11.51	(4%)	28.32%
UNIVERSAL ELEC:	UEIC	19.05	(4.65%)	12.92%
VONAGE:	VG	2.15	(2.71%)	(12.24%)
YAHOO:	YHOO	15.06	(1.02%)	(6.6%)

TELCOS

AT&T:	T	30.94	(0.93%)	2.31%
VERIZON:	VZ	37.66	(1.49%)	(6.13%)

MARKET INDICES

DOW:	DJI	13060.14	(1.15%)	6.90%
NASDAQ:	IXIC	3080.50	(0.36%)	18.25%
S&P 500:	GSPC	1398.08	(0.74%)	11.17%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	1.90	13.10%
2. NEW FRONTIER:	1.66	7.10%
3. ADDVANTAGE:	2.53	5.86%
4. APPLE:	633.68	5.69%
5. BLNDER TONGUE:	1.27	4.97%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. RENTRAK:	20.30	(10.57%)
2. OUTDOOR:	7.24	(7.77%)
3. JDSU:	13.49	(6.9%)
4. AVID TECH:	10.30	(6.36%)
5. WWE:	8.33	(6.09%)

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