

CableFAX Daily™

Tuesday — April 10, 2012

What the Industry Reads First

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Not So Fast: Boston Wins Right to Rate Regulation On Paper

Boston made headlines last spring when it filed a petition at the **FCC** to re-regulate the cost of basic cable in the city, with city leaders saying a study had found **Comcast's** basic service rate had increased by 60% over a 3-year period (*Cfax*, 5/10). The FCC Media Bureau released its decision Mon, granting Boston's request. Sort of. Despite the win, Boston won't be regulating cable rates in the near future. The FCC found that Comcast is not subject to "local exchange carrier effective competition" because **RCN** only covers 1/3 of the MSO's franchise with virtually no possibility of expansion. When Boston was deregulated in '01, it was based on LEC effective competition with RCN promising significant build-outs (those didn't happen). It's much more common to see rate deregulation occur in a market because the FCC determines there to be effective competition from "competing providers" (not LEC exclusive). Throw in **DISH** and **DirectTV**, and Comcast said it easily meets the competing provider effective competition status, which requires a franchise area to be served by at least 2 unaffiliated MVPDs offering comparable programming to at least 50% of the franchise with more than 15% of HHs in the area subscribing to a competitor. In Boston, Comcast said the number is closer to 20%. So, while the FCC granted the city's petition to be re-certified to regulate Comcast's basic rates, rate regulation is on hold if (more like when) Comcast files for reconsideration based on the effective competition that would factor in DBS HHs. "With the amount of competition in the city, we expect to easily meet the so-called 'Competing Provider' test, and we plan to refile as soon as possible as provided under the FCC Order," a Comcast spokesperson said. "Importantly, Boston cannot re-regulate until the Commission acts on that filing. With the level of competition in the city, prices should be set by market forces, not by regulation." Once Comcast files its petition, Boston will most likely be same as it ever was—with the city lacking the ability to regulate basic service. But this story is worth watching because of the high profile fight Boston Mayor *Thomas Menino* has waged on cable rates. In Jan, he made another request to regulate cable service after Comcast announced plans to raise basic by 4.9% to \$16.58/month. His calls were noticed by **Sen Communications** subcmte chmn *John Kerry* (D-MA), who asked the FCC in May to compile a detailed report on rate changes in Boston and other MA towns over the past 10 years. Kerry's office has the report, which contains confidential info that companies' submitted to the FCC voluntarily, and is studying it. That means no word yet on possible hearings or legislation...

Anonymous Threat: After hacker group **Anonymous** took credit for taking down the Websites of **USTelecom** and **Tech America**, questions arose as to whether **NCTA** also was a target. Like the other groups, NCTA supports the Cyber Intelligence Sharing and Protection Act. And like the other 2 groups, NCTA's Website was not responding Mon, a problem 1st noticed by *Multichannel*. Indeed, after also being unable to access the site, we quickly spotted a visual basic script on the Internet directed at NCTA.com pages that likely attempts to carry out a distributed denial of service. In a **YouTube** video posted Sun, Anonymous said that Tech America and USTelecom were currently down



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(USTelecom was working for **Cfax** on Mon) and that “we may continue to attack sites in the future.” NCTA said it was aware of the problems with its site and was looking into it.

Retrans: Midcontinent lost **Prime Cities Broadcasting’s** Bismarck, ND, **Fox** affil **KNDX** and Minot, ND’s **Fox** affil **KXND** on Mon, with the 2 unable to reach a new retrans pact. **Midcontinent**, by the way, is one of the cable ops who break out retrans fees on bills. Higher fees went into effect in Mar, reflecting recent retrans deals from bcstrs in MN, SD and ND

Research: 38% of all HHs have at least 1 TV connected to the Internet via a video game system, Blu-ray player, **Apple TV**, **Roku** box and/or the TV set itself, **Leichtman Research Group** reported. That’s up from 30% last year and 24% 2 years ago. Most of the connections are through video game consoles (28%), with Internet-enabled TV accounting for just 4% of connections (Apple TV or Roku boxes are at just 1%). Overall, 13% of all adults watch video from the Internet via a connected device at least weekly, compared to 10% last year, and 5% two years ago. Use of connected devices remains skewed towards **Netflix** subscribers, with 35% of Netflix subscribers watching video from the Internet via a connected device weekly, compared to 5% weekly use among all non-Netflix subscribers.

5Qs with Time Warner Cable Media’s Chris Faw: Last month, **Time Warner Cable Media** launched *Enhanced iTV*, letting advertisers in the MSO’s iTV-ready markets deliver targeted messages based upon the time of day. The launch expands TWCM’s existing iTV service, which already gives advertisers a way to track consumer engagement and gather more data on what campaigns are resonating. We sat down with svp, operations **Chris Faw** to find out more. **Faw**, by the way, will be honored along with 7 other Sales Hall of Fame inductees at **CableFAX’s** Sales Exec of the Year/Faxies breakfast in NYC on May 1. More info at cablefax.com. **So how is Enhanced iTV different than what you were doing with iTV?** We’re using this with EBIF technology so that allows the advertisers themselves to have a little more say in how this works depending on who they are and where they fit in the food chain... And what I think resonates with our local clients is that they understand people want an enhanced experience. They can see it, smell it, taste it themselves. **So now that you can take advantage of time of day, what’s next?** There are a lot of other things we can put out there, just banners and overlays, being able to do RFI, so if you want something sent in the mail, or you want a product, or you want someone to call you... Right now we’re in the enhance mode, just respond—tell us something and we’ll tell you something in return. But there are things that we can do, actually sending physical things in the mail or contacting them. **How will you use STB data in the future?** It’s one of the things our clients are looking for—what’s performing, what’s not performing. So data—be it from the web, EBIF or the number of people who are responding, or number of VOD sessions that are launched and how long they stayed engaged—any of that information is going to be very valuable to the client and valuable to us... We’re very protective of the privacy of our consumers so there are not things going out the door that are related to specific consumers. **How close are you to VOD ad insertion?** We’ve done the labs, some pre- and post-roll, and we’re doing it live on our own content, pre- and post-roll on VOD. The trick for us is going to be enabling mid-roll. And allowing programmers to participate in VOD, pre- and post-roll. So if a programmer is providing us some entertainment and they want to be able to change their spots out, that’s coming later on. **Do you think this year?** I think this year we’ll have something. Yes.

Ratings: **HBO’s** “Game of Thrones” average 3.8mln viewers Sun, retaining almost the entire audience from the Season 2 premiere the week before (3.9mln viewers). An additional 1.1mln viewers tuned in for 11pm replay. -- **ESPN** said Fri marked the most-viewed Fri coverage ever for the Masters (4.1mln viewers) and 3rd-largest audience to watch golf on cable. Sun’s conclusion on **CBS** didn’t fare as well, drawing an 8.1, the lowest final-round overnight rating since ’04—the last time the tourney was played on Easter. -- **NatGeo’s** Sun premiere of “Titanic: The Final Word with *James Cameron*” averaged a 0.8 rating for P25-54, the net’s best showing in that demo since its “*George W. Bush: The 9/11 Interview*” on Aug 28 garnered a 1.0. The special was set for an encore on Mon night, followed by the premiere of related special “Save the Titanic with *Bob Ballard*” as the man who discovered the Titanic’s wreckage 25 years ago reveals untold stories about the voyage and explores the wreckage’s potential fate.

Programming: “For Richer or Poorer,” the 1st in a series of 4 wedding vow-themed productions that will air on **GMC** this year, makes its debut Sat at 7pm ET (encores at 9 and 11pm). -- Next week is **NBCU’s** companywide “Green is Universal” Earth Week. As part of the programming initiative, Weather Channel will debut its newest original series “Turbine Cowboys,” about the people who brave every conceivable weather condition to build and maintain these modern day windmills, Apr 17, 9pm ET. -- **Boomerang** is celebrating Earth Day with a 14-hour “Captain Planet” marathon, Sun, 6am-8pm.

Ad/Series of Ads - Distributor

- ▶ Comcast Spotlight - *Comcast Spotlight Eye-Con Campaign*
- ▶ Time Warner Cable Media - *2011 New York International Auto Show / Automotive On Demand*

Ad/Series of Ads - Programmer

- ▶ A&E - *The Glades Season 2 - Axe Unit*
- ▶ Starz Entertainment, LLC - *Spartacus: Gods of the Arena Digital Online Campaign*
- ▶ Turner Sports - *NBA.com/ESPN Fantasy Basketball*
- ▶ Turner Sports - *NBA TV "Bobble Heads"*

Best Overall Website - Cable Network - Large

- ▶ AMC - *AMCtv.com*
- ▶ CNBC - *CNBC.com*
- ▶ E! Entertainment - *E! Online*
- ▶ G4 - *G4tv.com*

Best Overall Website - Cable Network - Small and MidSize

- ▶ FEARnet - *FEARnet.com*
- ▶ MSG Varsity - *MSGVarsity.com*
- ▶ nuvoTV - *mynuvotv.com*
- ▶ Outdoor Channel - *OutdoorChannel.com*

Best Overall Website - Cable Operator

- ▶ Comcast Cable - *Comcast.com*
- ▶ Cox Communications Inc - *Customer Centered Online Experiences*
- ▶ Time Warner Cable - *TimeWarnerCable.com*

Best Overall Website - Regional/Local Programmers

- ▶ BayNews 9 - *baynews9.com*
- ▶ Central Florida News 13 - *cfnews13.com*
- ▶ Comcast SportsNet Mid-Atlantic - *CSNWashington.com*
- ▶ Comcast SportsNet Philadelphia - *CSNPhilly.com* (online home of Comcast SportsNet Philadelphia)
- ▶ YES Network - *YESNetwork.com*

Best TV Everywhere App

- ▶ AT&T U-verse - *AT&T U-verse App*
- ▶ CNN - *The CNN App*
- ▶ Comcast Corporation - *The XFINITY TV app*
- ▶ MSG Varsity - *MSG Varsity*

Blog or Series of Blogs

- ▶ AMC - *HanksBlog*
- ▶ BBC Worldwide Limited - *Anglophenia*
- ▶ CNBC - *NetNet with John Carney*
- ▶ RLTV - *Good Food, Good Deeds*

Blogger/Tweeter/Social Networking Facilitator

- ▶ Central Florida News 13 - *Jennifer Cook*
- ▶ CNBC - *John Carney*
- ▶ Turner Sports - *John Kim*
- ▶ Time Warner Cable - *Jeff Simmermon*

Community/Social Networking

- ▶ 360i - *USA Network - Bruce Campbell/The Fall of Sam Axe Ask Me Anything Reddit Campaign*
- ▶ Scripps Networks Interactive - *Food Network's Communal Table: Thanksgiving Edition*
- ▶ The Weather Channel - *The Weather Channel Social*

Contest / Online Games

- ▶ AMC - *Breaking Bad Games*
- ▶ Charter Communications - *Charter Center Stage*
- ▶ A&E - *Breakout Kings' Catch a Con Sweepstakes*
- ▶ National Geographic Channel - *Expedition Week's MISSION EXPEDITION*
- ▶ IFC - *Rhett & Link: Commercial Kings Loco Awards*
- ▶ WE tv - *Cake Staker Game*

Digital Marketing Campaign - Distributor

- ▶ Charter Communications - *Charter Center Stage*
- ▶ Comcast Spotlight - *Comcast Spotlight Take Five for Your Future 2011*
- ▶ Time Warner Cable Media - *Summertime is Cabletime*
- ▶ Time Warner Cable Media - *Domino's/ClickedIn*

Digital Marketing Campaign - Programmer

- ▶ EPIX - *The Long Khan, an interactive promotion for EPIX Pictures Presentation: The Captains*
- ▶ Starz Entertainment, LLC - *Scandalous Dirt, political aggregator site for the STARZ Original series Boss*
- ▶ Turner Sports - *RaceView Launch*

Digital Team of the Year

- ▶ AMC Networks
- ▶ Comcast - NBCU
- ▶ Discovery Communications
- ▶ ESPN
- ▶ Time Warner Cable
- ▶ Turner Sports

Editorial Excellence

- ▶ AMC - *AMCtv.com*
- ▶ Central Florida News 13 - *cfnews13.com*
- ▶ History - *CIVIL WAR 150 interactive*
- ▶ The Weather Channel - *The Weather Channel - Hurricane Irene coverage*

Official Show Website

- ▶ BBC Worldwide Limited - *Doctor Who - www.bbcamerica.com/doctorwho*
- ▶ nuvoTV - *Model Latina Las Vegas Website: mynuvotv.com/model-latina-las-vegas*
- ▶ Oxygen Media, LLC - *The Glee Project Digital Campaign*
- ▶ WE tv - *Braxton Family Values Show Section*

Original Content

- ▶ AMC - *The Trivial Pursuits of Arthur Banks*
- ▶ E! Entertainment - *E! News Now*
- ▶ FEARnet - *FEARnet's Jobs of the Damned*
- ▶ G4 - *G4 Films Epictober Fil Festival*
- ▶ History - *CIVIL WAR 150 interactive*
- ▶ Scripps Networks Interactive - *HGTVRemodels' Bathroom Planning Guide*

Podcast or Videocast

- ▶ Comcast SportsNet Mid-Atlantic - *Football Friday - CSNWashington.com*
- ▶ Turner Sports - *NCAA March Madness On Demand*
- ▶ Turner Sports - *PGA Championship LIVE Streaming Player*
- ▶ YES Network - *Off the Wall*

Smartphone App

- ▶ AMC - *AMC iPhone App*
- ▶ Bravo Media - *Bravo Now App*
- ▶ CNBC - *CNBC PRO*
- ▶ ESPN - *WatchESPN*
- ▶ Turner Sports - *93rd PGA Championship iPhone Mobile App*

Social Media Campaign

- ▶ 360i - *Bravo Top Chef Just Desserts: Surprise & Delight*
- ▶ Central Florida News 13 - *The Case Against Casey Anthony*
- ▶ Crown Media Networks - *Hallmark Channel's Countdown to Christmas*
- ▶ Discovery Communications - *Science's An Idiot Abroad Social Media Campaign*
- ▶ IN DEMAND - *Movies On Demand Facebook App*
- ▶ Oxygen Media, LLC - *The Glee Project Social Media Campaign*

Supplemental Web Campaign

- ▶ AMC - *The Walking Dead*
- ▶ Bravo Media - *Bravo Digital Media*
- ▶ RLTV - *Making Medicine Work for You*

Tablet App

- ▶ Comcast Spotlight - *1 + iPad App*
- ▶ E! Entertainment - *Live from the Red Carpet App*
- ▶ ESPN - *WatchESPN*
- ▶ National Geographic Channel - *Locked Up Abroad*
- ▶ The Weather Channel - *The Weather Channel App for iPad redesign*

Use of Facebook

- ▶ E! Entertainment - *E! Royal Wedding*
- ▶ IN DEMAND - *Movies On Demand Facebook App*
- ▶ National Geographic Channel - *9/11 Facebook Application*
- ▶ TLC - *TLC's Cake Boss Facebook Page*

Use of Twitter

- ▶ Discovery Communications - *Discovery Channel's @SharkWeek*
- ▶ E! Entertainment - *E! Celebri-tweet*
- ▶ Oxygen Media, LLC - *The Glee Project Social Media Campaign*
- ▶ Turner Sports - *NCAA March Madness On Demand Social Arena*
- ▶ WICT - *@WICT*

Use of Video/Moving Image

- ▶ AMC - *Video Inside Breaking Bad*
- ▶ CNBC - *CNBC Explains*
- ▶ Starz Entertainment, LLC - *Camelot NY Post Animated Rich Media Interstitial & Takeover*
- ▶ Turner Sports - *NASCAR.COM RaceBuddy*
- ▶ Turner Sports - *NASCAR.COM's Garage Cam*

Video Editor/Producer

- ▶ Discovery Communications - *James Williams*
- ▶ Travel Channel - *Jim Morley*
- ▶ YES Network - *Joe Auriemma*

Web Content Director

- ▶ MSG Varsity - *Jonathan McCarthy*
- ▶ WE tv - *Andrea Macey*
- ▶ YES Network - *Kevin Sullivan*

Web Site Design/Redesign

- ▶ FEARnet - *FEARnet's Trick 'r Treat Campaign*
- ▶ MSG Varsity - *MSGVarsity.com*
- ▶ WE tv - *WETv.com*

ANNOUNCED: The TV Everywhere Leadership Awards: Comcast & Turner Broadcasting System

Winners announced and Mid-Day Report released during the May 21st awards breakfast. Congratulations to all of the finalists!

To register for the event, visit www.CableFAX.com/events

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President, Bright House

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Michael Bonner

EVP, NBCUniversal Digital Distribution, NBCU

Eric Bruno

SVP, Consumer Product Management, Verizon FIOS

Greg Calvert

Director of Video Product Management, Time Warner Cable

Albert Cheng

EVP, Digital Media, Disney/ABC Television Group

Cameron Clayton

EVP, Digital Product, The Weather Channel Companies

Rich DiGeronimo

SVP, Product & Strategy, Charter

Scott Drake

VP, CNBC Digital, CNBC

KC Estenson

SVP, CNN Digital, CNN

Andy Forssell

SVP, Content, Hulu

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Marc Goldberg

CTO, Epix

Greg Hickman

Director of Interactive Media, WICT

Sarah Hofstetter

SVP, Brand Strategy and Emerging Media, 360i

Rhonda Holt

SVP, Audience Multi-Platform Technologies, TBS

Matthew Hong

SVP/GM, Sports Operations for Turner Sports, Turner Sports

Lisa Hsia

EVP, Digital Media, Bravo Media

Neil Hunt

Chief Product Officer, Netflix

Jeff Husvar

EVP/GM, Fox Sports Interactive

Marcien Jenckes

SVP & General Manager of Video Services, Comcast

Yvette Kanouff

EVP, Engineering & Software Design, Cablevision

Jennifer Kavanagh

VP, Digital and New Media, Oxygen

Eric Kessler

Co-President, HBO

Robert King

SVP, Editorial for Digital and Print Media, ESPN

Patrick Knorr

CEO, Knorr Solutions

John Kosner

EVP, Digital and Print Media, ESPN

Ron Lamprecht

EVP, Sales Business Development, NBCUniversal Digital Distribution, NBCU

Jeremy Legg

SVP of Business Development and Multi-Platform Distribution, Turner Broadcasting System

Tara Maitra

VP and GM, Content Service and Ad Sales, TiVo

Dermot McCormack

EVP of Digital Media, MTV Music & Logo at MTV Networks, MTVN Music & Logo

Mac McKean

SVP, Digital Media, AMC

Stephanie Mitchko

VP, Interactive Platform Development, Cablevision Systems

Adam Naide

Executive Director of Marketing – Social Media, Cox

John Najarian

EVP/GM, Digital and Business Development, E! Entertainment

Lisa Choi Owens

GM, Scripps Networks Digital, Scripps Networks

JB Perrette

Chief Digital Officer, Discovery Communications

Drew Pisarra

VP, Digital Media, AMC

Jennifer Robertson

SVP, Digital Media and Business Development, WE tv

Jeff Simmermon

Director of Digital Communications, Time Warner Cable

Michael Spirito

VP, Business Development and Digital Media, YES Network

Meredith Stark

VP/Executive Producer, CNBC.com, CNBC

Matt Strauss

SVP and GM, Comcast Interactive Media

Dan Suratt

EVP, Digital, AETN

Brooks Tobey

SVP, Sales Solutions, Multi-Screen Development & Delivery, TBS

Julia Veale

SVP, Business/Product Development & Management, Showtime

Steve Youngwood

EVP of Digital, Nickelodeon Kids and Family Group, MTVN Kids & Family

BUSINESS & FINANCE

-- **Comcast Hometown** (regional net covering Northern and Central CA) will televise 30 minor league baseball games from the California League and Pacific Coast League, starting Thurs with the San Jose Giants vs the Bakersfield Blaze.

Rumor Mill: *The Hollywood Reporter* says **MGM** is interested in selling more than 24 global TV channels outside its main focus, and that **AMC Nets** is seen as a potential buyer.

On the Circuit: Comcast partnered with **The Aspen Institute** Mon for the 2nd State of Race in America Conference in DC. Panels included a look at the Latino vote and the "new American identity."

Editor's Note: Check out sister pub *Communications Technology's* free Webinar on how to turn all that customer data into profits, Tues at 1pm ET. http://www.cable360.net/ct/webcasts/2012_10_04/

People: **A&E Nets** promoted *Darci Bailey* to vp, assistant gen counsel, legal & biz affairs. *Seth Metsch* was upped to vp & digital media counsel, legal and biz affairs. -- *Karen Marderosian* is changing her stripes from **Discovery** to **Weather Channel**. She'll head up the Detroit sales office as vp, regional manager for Detroit ad sales. -- **Inspiration Networks** promoted *Mark Kramer* to evp, media ops and technology services. -- *Kjerstin Beatty* has been elevated to vp, media, **Showtime Nets**.

CableFAX Daily Stockwatch

Company	04/09 Close	1-Day Ch	Company	04/09 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.12	(0.71)	CLEARWIRE:	2.13	(0.02)
DISH:	32.18	(0.73)	CONVERGYS:	13.03	(0.21)
DISNEY:	42.11	(0.97)	CSG SYSTEMS:	14.47	(0.42)
GE:	19.20	(0.29)	ECHOSTAR:	27.02	0.04
NEWS CORP:	19.31	(0.45)	GOOGLE:	630.84	(1.48)
MSOS					
CABLEVISION:	13.66	(0.34)	HARMONIC:	4.96	(0.18)
CHARTER:	61.66	(1.1)	INTEL:	27.76	(0.31)
COMCAST:	29.33	(0.23)	JDSU:	13.03	(0.46)
COMCAST SPCL:	28.97	(0.14)	LEVEL 3:	25.64	(1.01)
GCI:	8.30	(0.05)	MICROSOFT:	31.10	(0.42)
KNOLLOGY:	17.91	(0.37)	MOTOROLA MOBILITY:	38.85	0.02
LIBERTY GLOBAL:	48.70	(0.83)	RENTRAK:	19.72	(0.58)
LIBERTY INT:	18.86	(0.24)	SEACHANGE:	8.10	UNCH
SHAW COMM:	20.93	(0.09)	SONY:	20.10	0.09
TIME WARNER CABLE:	79.93	(0.91)	SPRINT NEXTEL:	2.75	(0.01)
VIRGIN MEDIA:	25.17	(0.16)	THOMAS & BETTS:	71.73	(0.03)
WASH POST:	374.30	(1.87)	TIVO:	11.28	(0.23)
PROGRAMMING					
AMC NETWORKS:	43.37	(0.16)	UNIVERSAL ELEC:	18.28	(0.77)
CBS:	32.54	(0.79)	VONAGE:	2.11	(0.04)
CROWN:	1.51	(0.02)	YAHOO:	15.10	0.04
DISCOVERY:	50.82	(0.92)	TELCOS		
GRUPO TELEVISA:	20.99	(0.21)	AT&T:	30.64	(0.3)
HSN:	36.99	(0.15)	VERIZON:	37.46	(0.2)
INTERACTIVE CORP:	48.49	(0.36)	MARKET INDICES		
LIONSGATE:	12.68	(0.54)	DOW:	12929.59	(130.55)
LODGENET:	3.60	(0.07)	NASDAQ:	3047.08	(33.42)
NEW FRONTIER:	1.59	(0.07)	S&P 500:	1382.20	(15.88)
OUTDOOR:	6.97	(0.27)			
SCRIPPS INT:	47.68	(1.23)			
TIME WARNER:	36.03	(0.62)			
VALUEVISION:	1.97	0.07			
VIACOM:	50.38	(0.73)			
WWE:	8.21	(0.12)			
TECHNOLOGY					
ADVANTAGE:	2.47	(0.06)			
ALCATEL LUCENT:	2.12	(0.03)			
AMDOCS:	31.08	(0.42)			
AMPHENOL:	58.51	(0.82)			
AOL:	26.40	7.98			
APPLE:	636.23	2.55			
ARRIS GROUP:	11.16	(0.26)			
AVID TECH:	10.20	(0.1)			
BLNDER TONGUE:	1.21	(0.06)			
BROADCOM:	36.83	(0.57)			
CISCO:	19.96	(0.26)			

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EYE ON ADVERTISING

Just Add Water

Two fish tank experts and a pet supplies exec meet at a trade show... Heard this one yet? A chance meeting between Wade King and Brett Raymer, stars of **Animal Planet's** "Tanked," and Robbie Smith, **Petco** merchandise manager for aquatic supplies, led to the creation of an 8x11, three-cylinder tank at Petco's San Diego HQ and a deep advertising integration for the June 9 episode of "Tanked." Cathy Applefeld Olson gets the fish story from Smith, Animal Planet exec producer Melinda Toporoff and VP, ad sales, Josh Trager.

Sounds like there was an exceptionally high level of collaboration here.

RS: We had the opportunity to meet Wade and Brett, and parallel to that we were undergoing a remodel of national office building, and in the architectural plans was this nice spot for a fish tank. The stars aligned, so Wade and Brett met with our CEO Jim Myers. Jim happens to be a hobbyist himself, and he went over his grand vision, and from there we worked with Animal Planet in getting it integrated into the show. We had many conversations since about best ways to promote the episode and promote Petco and our vision.

What are Petco's marketing plans around the episode?

RS: It's part of our overarching Animal Planet marketing investment. We know the show is creating a lot of interest in the hobby and with more than 1,100 stores in 50 states we have a natural place where people can get assistance. One of the things we're excited about is being able to leverage our Petco assets. We have 1 million Facebook fans we can encourage to go to the show and promote our integration. Petco.com has multiple millions of eyeballs a month, and we have an intranet site where we can provide talking points to our 21,000-plus Petco employees about how to best talk with customers about

it. The show is creating a lot of buzz. I've been in this industry 15 years, and I've not seen anything this exciting since "Finding Nemo."

How challenging was it working so closely with an advertising client?

MT: We would never approve a tank that didn't feel like it was going to make great television. There's not a ton of difference between working with a client of this caliber and the average Joe who wants a tank. They take all of it seriously; the passion for the craft is the same.

How much is Animal Planet talking up the collaboration with other potential advertisers?

JT: When you get a client like Petco it makes the integration very easy because of the nature of the show, and it definitely gives us a great showpiece to talk about. We have another one scheduled for the fourth quarter for another client. It's the same idea but not at their corporate headquarters.

Best advice to cable execs trying looking to do this type of brand integration?

RS: Be open, be collaborative, provide as much feedback as you can and be receptive to feedback. This started in September when met Wade and Brett in Las Vegas, and we're at the beginning of April and we're done. From day one Animal Planet has been willing to discuss everything. That was a surprise. I wasn't expecting that level of partnership. I thought we were going to be dictated to, but in this case the show had an incredible producer who acted as the conduit between the talent, the network and Petco.

MT: Wade and Brett are passionate about what they do; Petco is passionate about what they do. It's a natural; we're not trying to shoehorn anything on our air. I'd say, If it feels like a comfortable fit, it probably is. It's not just about the sale. It's about the creative synergy.



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