

# CableFAX Daily™

Tuesday — April 17, 2012

What the Industry Reads First

Volume 23 / No. 073

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## Show Floor: MTV Nets to Skip Booth at Cable Show

One rather large booth won't be found on the Cable Show's exhibit floor next month. **MTV Nets/BET Nets**, which attendees often crowded around to gather tchotchkes for the kids before heading home, is skipping the show floor in Boston. "Viacom remains actively engaged in the **NCTA** at all levels, from the attendance of many of our execs at the show to the seat on its board held by our *Philippe Dauman*, our President and CEO. Given the significant footprint of our networks and the change in the way affiliate partnerships and deals are conducted, we no longer see the same business benefit of a Cable Show booth," a spokesperson said. Sure, this is just one programmer, but for years, there have been questions about how much longer expensive programming booths would populate the floor given the evolution of trade shows. No longer is the Cable Show seen as a key deal-making venue, with nets instead in contact with distributors all year long. Networks are spending on shows where they reach a mix of consumers and press. Take a look at **SXSW** and **Comic Con**, where cable's presence has soared in recent years. And we're not just talking about the nets you'd expect at these shows. For example, **HGTV** will be at Comic Con in July, building an enormous hedge maze with topiaries that will riff off of a major upcoming movie. Another programmer sitting out the floor at the Cable Show this year is **Outdoor Channel**. It has opted instead to host a cocktail event during the show and an executive suite for business meetings and interviews. In recent years, several programmers have nixed large booths for an executive suite, including **Scripps**, **HBO** and **Hallmark**. MTVN hasn't booked any exec meeting rooms, saying it will use award ceremonies, organized industry lunches, private lunches and a dinner it is hosting for buyers to engage with clients. As for the exhibition space overall, it's a bit early to talk about projections, but exhibitor space is likely to be down given consolidation (including among tech companies). Last year, there were 280 exhibitors in Chicago vs 345 in '10 when the show was in L.A. and included the very large "My World" exhibit. Attendance is another matter, though, with it likely to meet or exceed Chicago's 13K. Based on the list of registered exhibitors, there will still be plenty of programmers on the floor including **Fox Networks** and **Discovery** (with smoothies, we hope...).

**NAB:** Broadcasters deserve to be allowed to negotiate for compensation for their programming, **NAB** pres/CEO

## TheCableFAXIES awards

Awards Breakfast

Grand Hyatt, NYC | May 1, 2012

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**Gordon Smith** said during his State of the Industry address Mon at the assoc's annual trade show in Vegas. "Unfortunately, some cable and satellite companies don't want to pay a fair rate for the signals of local stations," he said. "The other side says the market is broken, but with nearly all retransmission consent deals being completed successfully, the cable and satellite lobby's notion of 'market failure' is simply false." **ATVA**—a group populated by several cable, satellite and telco TV distributors—ran an ad in the *Las Vegas Review Journal* targeting show attendees. It featured a picture of a dinosaur with the headline, "Rules so old, they're pre-Jurassic" and goes on to say "Remember that megahit dinosaur movie from 19 years ago? Sadly, it's been even longer since Congress updated retransmission consent rules..." -- Leave it to **James Cameron** to make the case for 3DTV. Actually, he and fellow co-chmn of the **Cameron/Pace Group** **Vince Pace**, used the stage to push for 5D—where SD and 3D flows together in a single rig. "We're shooting 3D as if it's not special," Cameron said. "That's the important thing... 3D practitioners have done themselves a disservice by making 3D mysterious." Cameron spoke out against using a separate 3D crew. "Everything we're gearing for now is doing 3D for the cost of 2D. If every 3D camera has to have a 3D technician somewhere in the chain, you're dead," he said. **ESPN's** X-Games, which deployed 35 cameras, received repeated shout-outs during the NAB panel.

**Carriage:** **DirecTV** and **Starz** entered into a new agreement, which includes the rights to offer Starz Online and **Encore** Online on DirecTV's TV Everywhere service (currently in beta). The deal is an extension for Starz premium channels and also enables DirecTV to launch **MoviePlex**, **IndiePlex**, **RetroPlex** and their related VOD and authenticated services.

**VOD/PPV:** **WWE** said "WrestleMania XXVII" (Apr 1, Miami) set new records for PPV buys (1.3mln) and gross sales (\$67mln+). The throw-down featured a match between **The Rock** and **John Cena**. -- **Cox** said it's the 1st cable provider in the US to offer **TED On Demand**, letting Cox subs experience talks from the world-renowned non-profit's stage in their living rooms. Many of the TEDTalks will be featured in HD.

**I-F-C-ya:** **IFC** and **Sundance Channel** pres **Evan Shapiro** will join **Participant Television** as pres, effective May 7. Participant, whose feature films include "Good Night, and Good Luck" and "The Help," is looking to get into the TV business. Shapiro will be responsible for conception, development and production of original programming, reporting to Participant Media CEO **Jim Berk**. The change comes as **AMC Networks** is, according to COO **Ed Carroll**, "laying some big bets" on Sundance and exploring scripted series.

**At the Portals:** Rep **Anna Eshoo** (D-CA) supports the **FCC's** proposed rulemaking to require political ad sales disclosures for broadcasters to be posted on the Web. In a letter to the FCC chmn, she noted that she also supports future action to bring the public files of cable and satellite online as well.

**Ratings:** **MSG's** average **Nielsen** HH rating for the first 2 Rangers-Senators games in the opening round of Stanley Cup playoffs is up 19% compared to the Rangers' first 2 playoff games last season (3.33 HH vs 2.79). Sat's game averaged a 3.24 HH rating after Thurs' game scored a 3.41. -- Comedy series "Girls" bowed on **HBO** Sun to an audience of 1.1mln viewers across its 2 telecasts. "Game of Thrones" continued its reign, with 4.5mln turning in to its 2 runs. The Season 3 finale of "Eastbound & Down" was watched by 1.6mln viewers for the night



## Call for Entries!

Entry Deadline: June 1, 2012

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## 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](http://AMCtv.com)
- CNBC - [CNBC.com](http://CNBC.com)
- E! Entertainment - [E! Online](http://E! Online)
- G4 - [G4tv.com](http://G4tv.com)

## Best Overall Website - Cable Network - Small and MidSize

- FEARnet - [FEARnet.com](http://FEARnet.com)
- MSG Varsity - [MSGVarsity.com](http://MSGVarsity.com)
- nuvoTV - [mynuvotv.com](http://mynuvotv.com)
- Outdoor Channel - [OutdoorChannel.com](http://OutdoorChannel.com)

## Best Overall Website - Cable Operator

- Comcast Cable - [Comcast.com](http://Comcast.com)
- Cox Communications Inc - Customer Centered Online Experiences
- Time Warner Cable - [TimeWarnerCable.com](http://TimeWarnerCable.com)

## Best Overall Website - Regional/Local Programmers

- BayNews 9 - [baynews9.com](http://baynews9.com)
- Central Florida News 13 - [cfnews13.com](http://cfnews13.com)
- Comcast SportsNet Mid-Atlantic - [CSNWashington.com](http://CSNWashington.com)
- Comcast SportsNet Philadelphia - [CSNPhilly.com](http://CSNPhilly.com) (online home of Comcast SportsNet Philadelphia)
- YES Network - [YESNetwork.com](http://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](http://HanksBlog)
- BBC Worldwide Limited - [Anglophenia](http://Anglophenia)
- CNBC - [NetNet with John Carney](http://NetNet with John Carney)
- RLTV - [Good Food, Good Deeds](http://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](http://AMCtv.com)
- Central Florida News 13 - [cfnews13.com](http://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](http://www.bbcamerica.com/doctorwho)
- nuvoTV - Model Latina Las Vegas Website: [mynuvotv.com/model-latina-las-vegas](http://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](http://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](http://MSGVarsity.com)
- WE tv - [WETv.com](http://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](http://www.CableFAX.com/events)

Contacts: Debbie Vodenos, [dvodenos@accessintel.com](mailto:dvodenos@accessintel.com) ; Amy Abbey, [aabbey@accessintel.com](mailto:aabbey@accessintel.com)

May 21, 2012 • 7:30–9:00 am • Seaport Hotel • Boston, MA  
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**Christopher Barry**  
SVP, Digital Media and Business  
Strategy, Sundance Channel

**Nomi Bergman**  
President, Bright House

**Mike Biard**  
EVP, Distribution, Fox Networks

**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

**Mark Garner**  
SVP, Distribution, Marketing and  
Business Development, AETN

**Robert Gessner**  
President, Massillon Cable TV

**Rebecca Glashow**  
SVP, Digital Media Distribution,  
Discovery Communications

**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  
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**Yvette Kanouff**  
EVP, Engineering & Software Design,  
Cablevision

**Jennifer Kavanagh**  
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**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 Pissarra**  
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

(1.1mln for first play).

**People:** Comcast Cable promoted *Melanie Penna* to svp, HR service delivery.

**Business/Finance:** Style Net announced the formation of **Style Media**, a new global, multimedia content company that will broaden its focus to program and market to all facets of consumers' lives, from the way they view content to the experts they rely on for advice. New and expanded growth areas include digital, mobile, licensing and merchandising, brand experiences, and domestic and international television networks.

**Editor's Note:** We've been plotting and scheming... and what a lineup of fun events **CableFAX** has in store. First there's our much-anticipated event May 1 at the Grand Hyatt in NYC to celebrate the Sales Execs of the Year, Faxies and the Sweet 16 list of ad brands and agencies. More info: <http://www.cablefax.com/cfp/events/seoy2012/> or <http://www.cablefax.com/cfp/events/cablefaxies2012/>. And if that wasn't enough, we're also warming you up for the Cable Show opening session in Boston with our Best of the Web/Digital Hot List breakfast on May 21 at the Seaport Hotel right next to the convention center. New this year, we'll also honor our 15-to-Watch list of up and coming digital gurus. More info: <http://www.cablefax.com/cfp/events/bow2012/>

## CableFAX Daily Stockwatch

Company	04/16 Close	1-Day Ch	Company	04/16 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>			CLEARWIRE:.....	1.92	(0.2)
DIRECTV:.....	48.75	(0.35)	CONCURRENT:.....	3.62	(0.03)
DISH:.....	31.44	(0.25)	CONVERGYS:.....	13.04	0.18
DISNEY:.....	41.66	(0.19)	CSG SYSTEMS:.....	14.60	0.11
GE:.....	18.90	0.02	ECHOSTAR:.....	27.19	0.04
NEWS CORP:.....	19.44	(0.08)	GOOGLE:.....	606.07	(18.53)
<b>MSOS</b>			HARMONIC:.....	4.81	UNCH
CABLEVISION:.....	13.34	0.13	INTEL:.....	28.41	0.32
CHARTER:.....	60.33	(0.64)	JDSU:.....	12.93	(0.07)
COMCAST:.....	29.77	0.27	LEVEL 3:.....	24.98	(0.28)
COMCAST SPCL:.....	29.37	0.20	MICROSOFT:.....	31.07	0.27
GCI:.....	8.01	0.26	MOTOROLA MOBILITY:.....	39.14	UNCH
KNOLOGY:.....	17.76	0.15	RENTRAK:.....	18.67	0.31
LIBERTY GLOBAL:.....	48.91	0.19	SEACHANGE:.....	8.19	UNCH
LIBERTY INT:.....	18.39	(0.38)	SONY:.....	17.51	0.15
SHAW COMM:.....	19.68	(0.03)	SPRINT NEXTEL:.....	2.51	(0.17)
TIME WARNER CABLE:.....	80.96	0.58	THOMAS & BETTS:.....	71.85	0.04
VIRGIN MEDIA:.....	24.30	0.10	TIVO:.....	10.92	(0.38)
WASH POST:.....	372.19	(15.28)	UNIVERSAL ELEC:.....	16.93	0.03
<b>PROGRAMMING</b>			VONAGE:.....	1.99	(0.05)
AMC NETWORKS:.....	42.63	(0.09)	YAHOO:.....	14.79	(0.09)
CBS:.....	32.31	(0.2)	<b>TELCOS</b>		
CROWN:.....	1.50	0.11	AT&T:.....	30.61	0.07
DISCOVERY:.....	51.89	0.19	VERIZON:.....	37.43	0.17
GRUPO TELEVISIA:.....	20.36	0.28	<b>MARKET INDICES</b>		
HSN:.....	37.22	0.04	DOW:.....	12921.41	71.82
INTERACTIVE CORP:.....	49.16	(0.24)	NASDAQ:.....	2988.40	(22.93)
LIONSGATE:.....	12.12	(0.46)	S&P 500:.....	1369.57	(0.69)
LODGENET:.....	3.65	0.03			
NEW FRONTIER:.....	1.53	UNCH			
OUTDOOR:.....	7.34	0.17			
SCRIPPS INT:.....	47.93	0.36			
TIME WARNER:.....	35.71	0.02			
VALUEVISION:.....	1.72	(0.09)			
VIACOM:.....	49.80	(0.73)			
WWE:.....	8.02	(0.09)			
<b>TECHNOLOGY</b>					
ADDVANTAGE:.....	2.48	(0.02)			
ALCATEL LUCENT:.....	1.95	(0.04)			
AMDOCS:.....	31.53	(0.01)			
AMPHENOL:.....	59.07	0.28			
AOL:.....	25.50	(0.29)			
APPLE:.....	580.13	(25.1)			
ARRIS GROUP:.....	11.15	0.07			
AVID TECH:.....	8.26	(0.35)			
BLNDER TONGUE:.....	1.17	(0.08)			
BROADCOM:.....	36.54	(0.17)			
CISCO:.....	19.73	(0.12)			

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### Neil Smit

President & CEO, Comcast Cable  
EVP, Comcast Corporation

### Piers Morgan

Host  
"Piers Morgan Tonight"

### Julius Genachowski

Chairman  
FCC

### Phil Kent

Chairman & CEO  
Turner Broadcasting System, Inc.