

CableFAX Daily™

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What the Industry Reads First

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Vegas View: Warner Brothers TV Chief Reflects on Golden Age of TV

Warner Brothers TV Group may be the largest provider of primetime broadcast TV programming for 20 of the past 25 years, but that doesn't mean you don't admire some of your competitors. Pressed during **NAB's** confab in Vegas Tues, WBTV pres *Bruce Rosenblum* quickly identified **Showtime's** "Homeland" as a show he wishes was in his portfolio. Ditto for **ABC's** "Modern Family." And based on his comments during the hour-long discussion, there are a lot of contenders. "We're in the Golden Age of television again," he declared, saying that quality and caliber of content on broadcast and cable has "never been better," and syndication is at a high point. Then again, TV isn't what it used to be. "I think we all need to think much broader about what television is," he said, rattling off the list of devices being used to consume TV. "We're thinking about the **Apple Store** just as much we're thinking about **Best Buy**." Since it's an NAB conference, retrans must be brought up on almost every panel (same rule applies at **ACA** get-togethers). Rosenblum's take: Any revenue stream that helps broadcasters drive their businesses is good for WBTV. Syndication, however, is an area near and dear to his heart. And he's thrilled that syndie isn't just a broadcast marketplace any more, with well-financed cable nets looking to buy. Then there is **Hulu, Netflix** and other forms of subscription VOD. "We don't view [it] as a 2nd business. We view it as another form of syndication," Rosenblum said. So, with that mindset, Warner Bros TV shies away from putting anything on it that would probably have a long lifespan in traditional syndication (ie, "Two and a Half Men," "Mike and Molly," etc—by the way, he expects "Men" will be back on **CBS** next season). Instead, it's a great vehicle for serialized dramas because we viewers go to Hulu or Netflix to watch them, they're "binging" and going through the entire series from ep 1. It's also good news for cable shows, which get a chance at a 2nd life since **FX** isn't typically going to buy a **USA** series and vice versa. He called for better measurement of **The CW** (which WBTV co-owns with CBS) since he believes its young viewers often aren't watching via traditional TV. "Someone will have to break the code and figure out how to measure off-air viewing," he said. "It's in all of our best interests that [the system] be a much more efficient and effective measurement of all the places content is being viewed."

Competition: Given the near standstill in telco video build-outs, it's notable these days when new homes come on board. **Verizon FiOS** said it will make FiOS TV and HSD service available to more than 17,700 additional HHs in the Tampa Bay areas over the next few months. Some 8K of those homes are in Pinellas County, FL (St Petersburg, Pinellas Park, Seminole, etc), while another 8K are in Polk County (Lakeland, Haines City and Winter Haven). With the latest additions, FiOS will be available to more than 1.17mln HHs in the area. -- On Thurs, **DirectTV** launches the "DirectTV Protection Plan Premier," which goes beyond providing coverage for the DirecTV system, but also extends the product protection by providing coverage on and technical support for TVs, computers, tablets and products that can be used to view DirecTV. The plan costs \$20/month, with an additional \$5/month for accidental damage from handling protection.

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Advertising: The NBC O&Os will sell national advertising for 4 **Comcast SportsNets** (New England, Mid-Atlantic, Northwest and Philly). The partnership will be phased in across the 4 markets over the next several months, with New England and Mid-Atlantic this month, Northwest at the end of May and Philly at the end of June. This after **NECN** partnered last summer with the NBC O&Os. As part of the move, *Joseph Gallagher* was named vp, natl sales for the regional sports nets.

At the Portals: The FCC Enforcement Bureau found that **Cebridge's** cable system in Honey Grove, TX, violated rules preventing excessive signal leakage, and issued an \$8K fine. It has 30 days to pay the fine or file a written statement seeking reduction or cancellation of the proposed penalty.

In the States: **Comcast's** Internet Essential program, which offers low-cost broadband service to low-income families, officially now includes families with children receiving reduced priced school lunches (not just free lunches), thus making about 300K HHs in its service area eligible to apply. It also doubled the speed to up to 3Mbps downstream/768Kbps upstream.

On the Hill: **NCTA** is among 26 organizations that signed onto a letter to House leaders calling for cybersecurity legislation to let the private sector react quickly and without govt bureaucracies. The organizations, which include **CTIA, US Chamber of Commerce** and **TechAmerica**, want improved info sharing and liability protections, enhanced natl cybersecurity research and development; reform of the Federal Information Security Mgmt Act of '02 and heightened public awareness and education initiatives. "Most significant, the House has an opportunity to take a positive, nonregulatory step forward on cybersecurity—as regulations would divert businesses' focus from security to compliance— by removing legal roadblocks that prevent the private sector and government from sharing cyber threat information while protecting personal privacy," said Tues' letter to House Speaker *John Boehner* (R-OH) and Minority Leader *Nancy Pelosi* (D-CA).

Ratings: It's a squeaker, but the mouse has Total Day by a whisker. **Disney** beat out **Nick** in p2+ delivery last week 1.596mln to 1.59mln (the 2 were tied with a 1.2 HH rating). The top nets in prime last week: **USA** (2.1 HH rating/2.09mln HH delivery), **Disney** (1.6/1.62mln), **History** (1.5/1.5mln), **Fox News** (1.5/1.44mln) and **TBS** (1.4/1.39mln).

Programming: **Travel Channel** greenlit 3 pilots: "Barn Finds," featuring antique car expert *Corky Coker*; "Kevin Michael Connolly Project," which follows the author, photographer and thrill-seeker (born without legs) as he travels the globe; and "Power Trip with *Jason Harper*," a travel, car and lifestyle writer who travels the world (all are working titles). Travel has 2 original series in dev for the '12 programming slate: "Coffee Hunter," the search for the highest-grade coffee in the world and "City Swappers," couples swap homes, cars, friends, fave restaurants, etc in order to experience an alternative to the typical vacation. -- **FEARnet** picked up a 2nd season of its 1st original scripted series, "Holliston." The sophomore season of the '80s throwback, horror-comedy is set for a summer '13 debut.

People: *Jason Hyde* has changed his stripes from **Scripps Nets** to **Discovery Channel**, where he'll serve as vp, research. -- *Gary Epstein* was made co-lead of the **FCC's** incentive auction task force as sr adviser to chmn *Julius Genachowski*. He joins *Ruth Milkman* in managing the implementation of the auctions. He was the 1st head of the DTV transition efforts under Acting chmn *Michael Copps*, but most recently served as managing dir and gen counsel of a multi-stakeholder **Aspen Institute** project on cloud computing and free flow of info. During his appearance at **NAB** Mon, Genachowski said he planned to begin major rulemakings this fall on broadcast spectrum incentive auctions. -- Another **FCC** departure. Commission Public Safety & Homeland Security Bureau chief *Jamie Barnett* returns to **Potomac Institute** for



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BUSINESS & FINANCE

Policy Studies, a science & tech think tank, at the end of the month. Bureau deputy chief *David Furth* will serve as acting bureau chief.

On The Circuit: Few cable nets can claim they walk the walk better than **Ovation**. Besides donating more than \$12mln to arts groups in recent years, on Mon it again sponsored the 25th annual Americans for the Arts Nancy Hanks Lecture in DC, an inspirational talk designed to ignite thousands of arts administrators as they prepare to lobby Capitol Hill for arts funding the following day. And again this year Ovation CEO *Charles Segars* co-chaired and participated in that Hill march, literally walking the walk. Another Hill walker was *Alec Baldwin*, who delivered a magnificent Hanks lecture after a rousing introduction by *NY Times* columnist *Maureen Dowd*, who illustrated Baldwin's range perfectly by using "Schweddy balls" and "A Street-car Named Desire" in a single sentence. Baldwin's story of how a tough NY kid came to love classical music, theater and visual arts was completely relatable and at times hilarious—as a DC college student he marveled at the city's monuments, realizing Union Station is magnificent while NY's Penn Station "is a dump." Baldwin's constant odes to set designers, costumers and graphic artists from classic films and his admission that announcing NY Philharmonic radio broadcasts has become his artistic pinnacle endeared him to a packed Kennedy Center.

CableFAX Daily Stockwatch

Company	04/17 Close	1-Day Ch	Company	04/17 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.10	(0.14)	CLEARWIRE:	2.12	(0.07)
DISH:	31.69	(0.32)	CONVERGYS:	12.86	(0.41)
DISNEY:	41.85	(0.3)	CSG SYSTEMS:	14.49	(0.26)
GE:	18.88	(0.42)	ECHOSTAR:	27.15	(0.16)
NEWS CORP:	19.52	(0.15)	GOOGLE:	624.60	(26.41)
MSOS					
CABLEVISION:	13.21	(0.21)	HARMONIC:	4.81	(0.12)
CHARTER:	60.97	(0.09)	INTEL:	28.09	(0.39)
COMCAST:	29.50	(0.18)	JDSU:	13.00	(0.26)
COMCAST SPCL:	29.17	(0.01)	LEVEL 3:	25.26	(0.6)
GCI:	7.75	(0.33)	MICROSOFT:	30.81	(0.17)
KNOWLOGY:	17.61	(0.23)	MOTOROLA MOBILITY:	39.14	(0.05)
LIBERTY GLOBAL:	48.72	0.09	RENTRAK:	18.36	(0.7)
LIBERTY INT:	18.76	(0.05)	SEACHANGE:	8.19	0.07
SHAW COMM:	19.71	(1.18)	SONY:	17.36	(1.37)
TIME WARNER CABLE:	80.38	0.16	SPRINT NEXTEL:	2.68	(0.07)
VIRGIN MEDIA:	24.20	(0.21)	THOMAS & BETTS:	71.81	(0.05)
WASH POST:	387.47	3.74	TIVO:	11.30	(0.01)
PROGRAMMING					
AMC NETWORKS:	42.72	(0.03)	UNIVERSAL ELEC:	16.90	(0.65)
CBS:	32.51	0.33	VONAGE:	2.04	(0.1)
CROWN:	1.39	(0.13)	YAHOO:	14.87	(0.18)
DISCOVERY:	51.70	0.41	TELCOS		
GRUPO TELEVISIA:	20.08	(0.59)	AT&T:	30.54	(0.3)
HSN:	37.18	(0.57)	VERIZON:	37.26	(0.29)
INTERACTIVE CORP:	49.40	0.35	MARKET INDICES		
LIONSGATE:	12.58	0.37	DOW:	12849.59	(136.99)
LODGENET:	3.62	0.08	NASDAQ:	3011.33	(44.22)
NEW FRONTIER:	1.53	UNCH	S&P 500:	1370.26	(17.31)
OUTDOOR:	7.17	(0.15)			
SCRIPPS INT:	47.57	0.07			
TIME WARNER:	35.69	(0.34)			
VALUEVISION:	1.81	(0.1)			
VIACOM:	50.53	(0.16)			
WWE:	8.11	(0.05)			
TECHNOLOGY					
ADVANTAGE:	2.50	0.03			
ALCATEL LUCENT:	1.99	(0.07)			
AMDOCS:	31.54	(0.03)			
AMPHENOL:	58.79	(0.32)			
AOL:	25.79	0.19			
APPLE:	605.23	(17.54)			
ARRIS GROUP:	11.08	(0.03)			
AVID TECH:	8.62	0.12			
BLNDER TONGUE:	1.25	UNCH			
BROADCOM:	36.71	(0.7)			
CISCO:	19.85	(0.21)			

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