

CableFAX Daily™

Tuesday — April 23, 2013

What the Industry Reads First

Volume 24 / No. 078

Big Promos: Dubuc Becomes A+E Nets CEO, Raven Upped to Chmn

The *Raven-Dubuc* magic touch has earned them both big promotions, with pres, ent and media *Nancy Dubuc* stepping into the role of pres/CEO of **A+E Networks**. That makes her the 3rd CEO in the company's nearly 30-year history. Current CEO Abbe Raven will be elevated to the newly created position of chairman, AETN. The new roles take effect June 1. "I want to reiterate how proud I am that we've been able to promote from within, and the consistency and legacy of AETN continues. I am extremely grateful to our board... for their incredible support. They've been remarkably strong supporters of our strategies and business and for me personally," Raven told us Mon. The AETN portfolio (**A&E, Lifetime, History** and their affiliated brands) have been on a tear as of late. Last month's Season 3 premiere of A&E's "Duck Dynasty" made for the net's most-watched telecast of all time among total viewers (8.6mln), 18-49s (5mln) and 25-54s (5mln). History's "The Bible" averaged 13.1mln total viewers in its premiere, making it the #1 cable telecast at the time of its March 3 premiere. History's 1st scripted series, "Vikings," also has brought in big numbers (6.2mln for its debut). Lifetime hasn't had the same kind of blockbuster ratings, but numbers have still been on an upward swing since Dubuc took the reins at the net in May '10. The net's 1Q prime average was up 2% YOY, and "Dance Moms" has been a break-out hit with 2.8mln total viewers for its Season 3 debut in Jan. But the ratings wins weren't the impetus for the changes at the top, Raven said. "This was a natural progression," she explained. "It's been a discussion for a while. Because of the success that we've had—and it's not just the success we've had in the past few months, we've had a continued record of success over many years—by doing moves like this, it allows us to continue to grow our staff, reward success, create new opportunities for innovation and promote executives that we have. We've recently promoted the heads of the networks, Nancy not that long ago, and this is a continuation of that." Despite the elevated title, Raven said she still plans to very much be part of the industry—that includes the upcoming **Cable Show**, which she is co-chairing with **Cox's Pat Esser**. Under the new structure, Dubuc will oversee day-to-day operations of the company, while Raven will spearhead long-term business and revenue opportunities, as well as public policy initiatives (she's been involved on Capitol Hill over the years). She'll also serve as a corporate strategic adviser. "Abbe and Nancy have enjoyed one of the most successful partnerships in our business. Together, over the last several years, they have built some of the strongest brands in media," said *Anne Sweeney*, co-

THE POWER OF PERSPECTIVE

May 2, 2013 • Silver Spring, MD



Featuring a keynote address by *Before Onboarding* author Michael Burroughs, six breakout sessions, CTHRA's awards luncheon, and several networking opportunities.

Register now at www.CTHRA.com!

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Sales Mgr, Susan Kim, 301.354.2010, skim@accessintel.com ● Marketing Dir: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group ● Subs/Client Svcs: 301.354.2101 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

chair, **Disney Media Nets** and pres, **Disney/ABC TV Group**, in a statement. Raven called Dubuc a “decisive leader” and “one of the most talented executives working in media today,” while Dubuc called Raven a “great mentor and partner” for over 10 years. “The biggest lesson I learned from her is that a great leader is nothing without a great team,” Dubuc said in a statement. Raven has led AETN as pres/CEO since '05, with her tenure including the merger with Lifetime in '09. Under her leadership, AETN's channels have grown to reach more than 350mln HHs in more than 150 countries.

Boston: Fox News had the edge over **CNN** Fri when authorities captured Boston bombing suspect *Dzhokhar Tsarnaev* after an all-day manhunt. During the 7pm hour when news broke about the capture, Fox News netted 5.7mln total viewers vs. CNN's 5.2mln. **MSNBC** has 1.4mln total viewers. Fox had a similar lead in prime Fri (8-11pm). However, CNN ruled the day in the 25-54 so-called news demo. For primetime, CNN averaged 2.5mln 25-54s vs 1.9mln at Fox and 618K at MSNBC. It also had more of the demo during the 7pm hour (2.4mln vs 1.6mln at Fox and 459K at MSNBC). Fri marked CNN's highest total day viewer, 25-54 and 18-34 audiences since Election Day '12. CNN Digital saw more than 173mln page views, marking the 3rd highest day on record after Election Day '08 and '12.

Inside the Beltway: House Commerce leaders are concerned with a **DOJ** filing suggesting the **FCC** limit participation in the expected spectrum auctions. In a letter to the FCC, legislators, including chmn *Fred Upton* (R-MI) and vice chmn *Marsha Blackburn* (R-TN), warned the suggestions weren't consistent with the goals set by Congress in the law. The FCC will “reduce the potential revenues from the auction and possibly even cause the auction to fail” if it adopts the suggestions. -- The next **FCC** chmn needs to make “a detailed examination of data caps a priority during his or her tenure,” **Public Knowledge** said in a letter to the **Senate Commerce** leadership. In addition, a public discussion on data caps through Congressional hearings is necessary to educate legislators on the issue, the letter said. “No one should mistake our concern regarding data caps for a belief that broadband connections should be free or that ISPs should not be able to offer different packages to the public.” The letter said the key is a simple pricing model that doesn't burden consumers.

DISH/Sprint: Sprint Nextel's board formed a special committee of independent directors to review **DISH's** merger proposal. The special committee will provide its assessment to the full board “in due course whether the proposal is, or is reasonably likely to lead to, a superior offer (as defined in the merger agreement with **Softbank**),” Sprint said in a release. *Larry Glasscock*, retired chmn of the board of **WellPoint**, a health benefits company, will be the chmn of the special committee. The Sprint/DISH combination is sound both “strategically and financially,” **Wells Fargo** analysts said. Strategically, the deal provides spectrum that comprises low, middle, and high band, allowing the combined company to offer in-home and out-of-home services across the country, they said in a report. Sprint and DISH have well-known brand names, so the cross-sell opportunity could be significant. Financially, DISH's offer is superior to Japanese carrier Softbank's proposal, Wells Fargo said. “After doing the math, ask yourself, would you rather own 32% of a DISH-S combo or 30% of S?”

USF: ACA is disappointed that the **FCC** adopted a greenfield Connect America Fund cost model. The approach will provide large telcos, the price cap carriers, with “excess support while millions of households will remain without broadband for the foreseeable future,” the group said. It also argued that the model will create inefficiency by offering the same level of support to price cap carriers, whether or not the carrier is already offering 4/1 Mbps service in the location. ACA has long advocated for a brownfield build where broadband service exists.

TVE: Outdoor Channel signed a multi-year TVE agreement with **Comcast Xfinity TV**. Effective immediately, the net's programming is available on Xfinity on Demand, online and through the Xfinity TV Player app. -- The **Cox TV** Connect app will now support **Amazon's** Kindle Fire, **Google's** Nexus and **Samsung's** Galaxy Tab 2 and Note tablets. The app also adds a “second screen” feature to allow subs to watch live TV on their Apple devices.

Technology: Cox launched myflare, a cloud-based storage service to make it easier for subs to manage and share content. Subs pay \$4.99 a month for 25GB of space, \$9.99 for 100GB and \$21.99 for 250GB. A 30-day free trial is available.

Upfronts: E!'s new programming slate includes 6 new series, topical specials and returning franchises. New series include “The Wanted Life,” “Total Divas,” “Love and Other Contact Sports: Eric and Jessie,” “Pop Innovators,” “Hello Ross” (wt) and “The Trend.” New unscripted projects in development (wt) include “Young Sonoma,” “Queens Are Wild,” “Palazzo Riggi,” “Flash,” “Sex & Real Estate,” and “The Soup Investigates,” a spin-off series of “The Soup.” New scripted projects in development (wt) are “Laurel Canyon,” “The Stand-In,” “Songbyrd,” “Expectations,” “The Shoreline,” “Dirty/

BUSINESS & FINANCE

Pretty,” “Fortunate Son,” and “The Royals.” Plenty of babies will be featured in new specials including “Blinging Up Baby” and “Holly Has A Baby.” New topical/comedy projects in development (wt) are “James Davis Show,” “White People Can’t Dance,” and game show “Secrets & Lies”

Earnings: Netflix added 2mln US subs in 1Q vs 1.74mln in the same period a year ago, bringing the total US sub base to 29.2mln. The net signed on **Turner** and **Warner Bros** as licensing partners during the quarter. The streaming service’s international membership grew by 1mln to 7.1mln. The company expects to see slightly higher net additions than 2Q, ’12 with new content coming to the service. The company posted a net income of \$3mln vs a loss last year.

Honors: Recipients of the **WICT ’13** Signature Spirit Accolades, which honor entities that champion community and public services in support of women’s initiatives, include **Comcast**, for its Internet Essentials program, and **Time Warner Cable** for its Connect a Million Minds initiative. Programmer honorees include **Lifetime’s** Your Life. Your Time. Your Vote. campaign, and **USA’s** Characters Unite program. **espnW** and the **State Department** will receive a Signature Spirit Accolade for their collaboration on the Global Sports Mentoring Program.

People: **ABC Family** upped **Marci Cooperstein** to vp, programming and development.

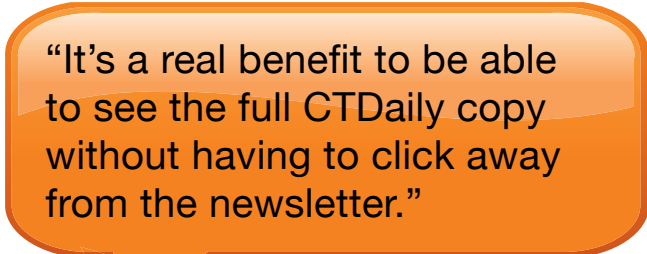
CableFAX Daily Stockwatch

Company	04/22 Close	1-Day Ch	Company	04/22 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	55.96	0.78	CONVERGYS:	15.93	0.05
DISH:	40.16	1.16	CSG SYSTEMS:	20.55	0.17
DISNEY:	62.01	0.45	ECHOSTAR:	38.04	0.70
GE:	21.35	(0.4)	GOOGLE:	800.11	0.24
NEWS CORP:	31.71	0.44	HARMONIC:	5.89	0.38
MSOS					
CABLEVISION:	14.35	0.08	INTEL:	22.88	0.44
CHARTER:	103.81	0.78	JDSU:	12.97	0.27
COMCAST:	40.49	(0.07)	LEVEL 3:	20.15	UNCH
COMCAST SPCL:	38.76	(0.06)	MICROSOFT:	30.83	1.06
GCI:	8.99	0.02	RENTRAK:	22.66	(0.61)
LIBERTY GLOBAL:	72.74	(0.7)	SEACHANGE:	10.50	(0.38)
LIBERTY INT:	20.18	0.12	SONY:	16.52	(0.13)
SHAW COMM:	22.50	(0.02)	SPRINT NEXTEL:	7.17	UNCH
TIME WARNER CABLE:	92.31	1.03	TIVO:	10.93	(0.03)
VIRGIN MEDIA:	48.97	(0.17)	UNIVERSAL ELEC:	20.57	(0.78)
WASH POST:	434.75	(0.61)	VONAGE:	3.08	0.14
PROGRAMMING					
AMC NETWORKS:	64.70	0.63	YAHOO:	23.95	0.48
CBS:	46.95	0.89	TELCOS		
CROWN:	2.02	0.02	AT&T:	38.73	0.45
DISCOVERY:	78.16	0.31	VERIZON:	52.19	(0.06)
GRUPO TELEVISA:	25.73	0.40	MARKET INDICES		
HSN:	52.27	0.15	DOW:	14567.17	19.66
INTERACTIVE CORP:	44.25	0.38	NASDAQ:	3233.55	27.49
LIONSGATE:	23.71	0.14	S&P 500:	1562.50	7.25
OUTDOOR:	8.73	(0.01)			
SCRIPPS INT:	67.49	0.45			
STARZ:	22.47	0.51			
TIME WARNER:	60.19	0.44			
VALUEVISION:	4.35	0.17			
VIACOM:	67.00	0.41			
WWE:	8.80	0.13			
TECHNOLOGY					
ADVANTAGE:	2.29	(0.02)			
ALCATEL LUCENT:	1.31	(0.03)			
AMDOCS:	34.34	(0.04)			
AMPHENOL:	73.80	1.02			
AOL:	37.63	(0.09)			
APPLE:	398.67	8.14			
ARRIS GROUP:	16.33	(0.06)			
AVID TECH:	6.30	0.02			
BLNDER TONGUE:	1.00	0.02			
BROADCOM:	32.60	0.71			
CISCO:	20.59	0.13			
CLEARWIRE:	3.26	0.01			
CONCURRENT:	6.52	(0.14)			



A new e-letter for communications-technology executives who procure essential products and services needed to upgrade broadband networks

Advertising opportunities please contact: Amy Abbey, Associate Publisher, aabbey@accessintel.com



Paul Schneider, Paul Schneider Public Relations, Inc.