

CableFAX Daily™

Tuesday — April 24, 2012

What the Industry Reads First

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Jack-Outta-the-Box: Nimble Believes It Has TVE All Worked Out

Jack be nimble, Jack be quick, Jack steal the TV Everywhere stick... That's kind of the idea behind **Nimble TV**. With the industry facing criticism for dragging its feet on authentication, Nimble TV has decided to take the TVE stick and run with a plan to offer it now—without wading through all those lengthy programming negotiations. It made a big splash with a *NY Times* article Mon, 1 day before the Sen Commerce cmte is set to examine the future of online video. Nimble is basically describing itself as a **SlingBox** without the box, announcing a beta test for its streaming and DVR service in NYC with an unnamed MVPD. It plans to launch in the next few months. The idea is that customers go through Nimble TV to sign up for a multichannel provider of their choice, paying Nimble a little extra for the ability to stream all of those channels on tablets, PCs and a range of devices (no word on price yet; the Times' article suggested a \$20/month price point). "If I'm a cable guy, I'm saying this is adding a layer of value to my customers that I don't have to put a nickel in for. These are also people who could potentially bring me new customers," said *Lou Borrelli*, founding partner and former COO of **Marcus Cable**, who is an investor and adviser for Nimble. He describes the company as a "buying agent." Other backers include venture capital firms **Greycroft Partners** and **Tribeca Venture Partners** as well as the Tribune Company. As is the case with start-up **Aereo**, legal questions abound. Most programmers have said they support TVE but want to make sure they are getting value from authentication deals. Sources at **Fox**, while not willing to speak for the record, indicated that this appeared to be another example of a questionable operation trying to stream copyrighted material without permission or compensation. While programmers may want value for authentication rights, nobody has figured it out yet, Borrelli said. "This preserves everything," he said. "Maybe there isn't a pound of flesh to get. Maybe there is. But in the meantime, do you want to keep continually telling customers they can't get what they want?" **BTIG** analyst *Rich Greenfield*, who tried out the beta service, doesn't think there is a legal problem because MVPDs and programmers are still getting paid. "While existing MVPDs cannot simply offer their content over the public Internet without programmers consent, as they have existing agreements with programmers, NimbleTV is simply being hired as an agent by the consumer to acquire MVPD service and is not subject to those MVPD agreements," he wrote on BTIG's research blog. "We believe NimbleTV should be free of legal threats, unless programmers want to challenge consumers right to use a DVR (the key issue never re-



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- Cheetah Technologies, LP
- HGTV
- TLC

PR Executive of the Year

- Marie Moore - IFC
- Chris LaPlaca - ESPN
- Alyssa Corcoran – NBCU

PR Team of the Year

- ESPN
- FX
- Investigation Discovery
- Time Warner Cable

Advertising Campaign for a Network

- ABC Family - Anti-Bullying Campaign
- Food Network - Event, Social Media and Magazine Branding
- Scripps Networks Interactive - HGTV - 30 Days of Holidays
- TLC - Royal Wedding Week

Advertising Campaign for a Single Program

- A&E Television Networks - Breakout Kings Season 1
- HBO - Game of Thrones
- Scripps Networks Interactive - HGTV - Property Brothers
- Sportsman Channel - Beau Knows Outdoors
- The Hub TV Network - My Little Pony Friendship is Magic

Community Relations

- Big Ten Network - BTN LiveBIG Campaign
- Knology - Knology a Sponsoring "Buddy" of National Down Syndrome Society
- NBCUniversal - USA Characters Unite
- Sportsman Channel - Hunt, Fish, Feed
- Suddenlink Communications - Connecting to Those in Need

Corporate Social Responsibility/Green Campaign

- Cartoon Network - Cartoon Network's Stop Bullying: Speak Up
- HISTORY - Give 150 Civil War Outreach Campaign
- International Media Distribution - TV JAPAN 2011 Earthquake/Tsunami Outreach
- Style Network PR - Fight with Style Skin Cancer Awareness and Beauty Bus

Direct Response Marketing

- A&E Television Networks - Halloween Sales Drama Mailer
- Cox Media California - Cox Media-AT&T U-Verse Sponsorship Video Email Blast
- Time Warner Cable - Engagement

Touch Program

Integrated Marketing Campaign

- Big Ten Network – BTN LiveBIG
- HBO - Game of Thrones
- RLTV - Making Medicare Work for You
- Starz Entertainment - Torchwood: Miracle Day - Integrated Campaign
- The Hub TV Network - Transformers Prime TV Series Sustain Campaign
- Time Warner Cable - Holiday Campaign

Marketing Campaign - Distributor

- Comcast Cable - Quincy World of More Upgrade
- Comcast Spotlight - Eye-con Marketing Campaign
- Time Warner Cable-Wisconsin - Go Pack Go Yard Sign Campaign

Marketing Campaign - Programmer

- A&E Television Networks - Beyond Scared Straight
- Big Ten Network - BTN LiveBIG
- Bravo Media - Summer by BRAVO
- Crown Media Family Networks - Countdown to Christmas Campaign 2011
- GMC - Uplift Someone America Bus Tour
- NBCUniversal - Your Summer Solution

Marketing of a Continuing Series

- Cartoon Network - Adventure Time
- HBO - Boardwalk Empire - Season 2
- The Hub TV Network - Transformers Prime TV Series Sustain Campaign
- Turner Network Sales - TBS Team Coco Button Booth Tour
- TV Land - Hot in Cleveland 2012 Overall Marketing

Marketing of a New Series or Show

- A&E Television Networks - Breakout Kings
- Big Ten Network - BTN LiveBIG
- CMT: Country Music Television - CMT Working Class
- Fuse - Funny or Die's Billy On The Street
- ION Media Networks - ION Television - "Flashpoint" Launch
- Oxygen Media - The Glee Project Season 1 Marketing Campaign
- RLTV - Good Food, Good Deeds

Marketing of a Special or Documentary/Documentary Series

- G4 - Bomb Patrol: Afghanistan - Series Premiere
- Investigation Discovery - Sin by Silence
- TLC - Royal Wedding Week

Media Event

- Discovery Communications - Velocity Launch Event in New York City
- ESPN - 2012espnW Women's World Cup Media Event
- ESPN - ESPN's 2011 Upfront Event
- NBCUniversal - Bravo's Top Chef Tour

Media Relations Campaign

- Cartoon Network - Stop Bullying: Speak Up
- IFC - Portlandia Season 2
- National Geographic Channels - George W. Bush: The 9/11 Interview
- NBCUniversal - Top Chef Tour
- Oxygen Media - The Glee Project
- Scripps Networks Interactive - HGTV - My Yard Goes Disney

Multicultural Marketing - Distributor

- Comcast - IPN Free Campaign - Chicago
- Time Warner Cable - Mi Vida A Mi Manera Brand TV Campaign

Multicultural Marketing - Programmer

- nuvoTV - nuvoTV Rebrand
- Telemundo/LeadDog Marketing Group - Club de Noveleras Talent Tour
- TLC - All-American Muslim

PR Stunt

- A&E Television Networks - Halloween Sales Drama Mailer
- HBO - Boardwalk Empire Season 2 - Compliments of Nucky / Vintage Train
- ION Media Networks - ION Television - Newsstand Stunt
- TBS/LeadDog Marketing Group - NYCOCOMoCA: The New York Museum of Conan Art

Press Kit

- A&E Television Networks - Stephen King's Bag of Bones
- National Geographic Channels - Nat Geo WILD's Born to be WILD
- Sportsman Channel - Dropped/Meat Eater
- Turner Broadcasting - Turner Broadcasting 2011 Upfront Kit

Programming Stunt

- E! Entertainment - E! Royal Wedding
- FEARnet - Trick 'r Treat Campaign
- The Hub TV Network - The Haunted Hub and Haunt Your House Sweepstakes
- TLC - Royal Wedding Week

Public Affairs Campaign

- Big Ten Network – BTN Live BIG
- Discovery Familia - Discovery Familia's PALA Challenge
- Halogen TV - Halogen TV/Cox San Diego Soles4Souls Campaign (2011)
- HISTORY - Civil War 150
- National Geographic Channels - Cause an Uproar
- Ovation - Ovation Partners with Americans for the Arts for Arts Advocacy Day 2011
- RLTV - Making Medicare Work for You

Social Media during a Program

- Big Ten Network – BTN Live
- Bravo Media - The Real Housewives of Atlanta
- ESPN - First Take #WhenSkipMeetsTebow

Social Media Marketing

- A&E Television Networks - Storage Wars All Access
- Sundance Channel - Girls Who Like Boys Who Like Boys Campaign
- HBO - Game of Thrones/Fan Activation/Maesters Path

- Oxygen Media - The Glee Project Social Media Campaign
- Starz Entertainment - Spartacus: Vengeance - Take Up Arms Facebook App

Sweepstakes and Games Marketing

- CMT: Country Music Television - CMT Top Secret Recipe
- Crown Media Family Networks - Santa-riFIC Mobile Tour & Sweeps
- Fuse - Foo Fighters - This Video Sucks
- The Hub TV Network - The Haunted Hub and Haunt Your House Sweepstakes
- TLC - Bakin' with the Boss Book Tour, Who Takes the Cake? Sweepstakes

Tchotchke

- ESPN - 2012 ESPN Planning Guide
- FEARnet - FEARnet's 2011 Premiums
- National Geographic Channels - Rocket City Rednecks Beer Cooler-Koozies
- The Hub TV Network - CLUE Miniseries Event DVD Screener & Game
- Outdoor Channel - Spring Fever 2011 - Bear Paw Slippers

Technology Vendor Marketing (B2B)

- Canoe Ventures - Building the ITV Marketplace
- Clearleap, Inc. - Stream Big
- Motorola Technology Services - SCTE Trivia Game
- SeaChange International - The SeaChange Summit: Monetizing Multi-Screen Video

Technology Vendor Marketing (Consumer)

- HBO - HBO GO
- Hulu - Hulu Plus
- TiVo - TiVo Premiere

Trade Show Marketing/PR

- Canoe Ventures - Building the ITV Marketplace
- HBO - True Blood at Comic-Con 2011
- Scripps Networks Interactive - HGTV - Junk Gypsies at Round Top
- Sportsman Channel - Hunt, Fish, Feed at the NCTA Cable Show
- Time Warner Cable - Senior Management Meeting

Video: use of video or moving image

- AMC - Supplemental Graphic Novel/Adventure Online Games
- E! - E! Live from the Red Carpet App
- ESPN - Day in the Life Video
- Time Warner Cable - TWC TV App

Viral Marketing Campaign

- Big Ten Network - BTN - Fan Fest 2011 B1G Ten Football Championship Game
- Karmaloop - Reclaim Your TV Campaign
- TLC - Virgin Diaries

Youth Marketing

- Disney Channel - Disney Junior Launch Campaign
- Nickelodeon - Fresh Beat Band Live Concert Tour
- SPROUT - Sprout & Learning Care Group: Kindness Counts
- Time Warner Cable - Radio Disney's 15th Birthday Jam

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examined in the **Cablevision** remote DVR case...) or challenge the legality of Slingbox technology.”

Cap in Hand: Free Press, Consumers Union and friends are once again ramping up the calls for the govt to examine broadband data caps. This time, they are focusing on the Sen Commerce Committee, given its planned hearing on online video Tues. “Arbitrary caps and limits are imposed by multichannel video providers that also provide broadband Internet access, because the providers have a strong incentive and ability to protect their legacy, linear video distribution models from emerging online video competition,” the groups wrote in a letter to Sen Commerce leaders Mon. **Public Knowledge** joined in by publishing a paper on the subject, saying that there is a stronger case for caps on the wireless side than wireline. However, it believes flat pricing schemes should be the ultimate goal. Where usage-based pricing (UBP) must be implemented, PK’s paper calls for transparency, restricting UBP to certain high-traffic times and govt oversight of UBP.

At the Portals: ACA wants the **FCC** to reconsider its Emergency Alert System rules, which require cable systems that provide service to fewer than 501 subs and lack physical access to a wireline broadband connection at the headend to file waivers to the agency’s Common Alert Protocol-compliance program. The group believes a streamlined waiver process is necessary to shift the burden off these small ops. It’s recommending these systems be able to file certified statements with a presumption that a waiver is granted unless opposed within 10 days of filing. -- The **FCC**’s NPRM initiating review of the program access rules has been published in the Federal Register, meaning you have until June 22 to issue comments on whether the rules prohibiting cable ops from entering into exclusive contracts with cable-affiliated programming vendors should sunset in Oct. Reply comments are due July 23.

TV Everywhere: Synacor has inked an agreement with **Midcontinent** to offer the Upper Midwest op’s subs TV Everywhere solutions, including **HBO GO** and **Max Go**. Synacor also powers Midcontinent’s subscriber homepage.

In the States: DISH said subsidiary **Blockbuster** would move its worldwide HQ to Douglas County, CO, bringing 150 mgmt positions to the greater Denver area over the next 5 years. The positions are primarily mgmt jobs, and an undetermined number will be filled with employees who are invited to relocate to CO from Blockbuster’s McKinney, TX, HQ.

5Qs with Ovation evp, content distribution Brad Samuels: Ovation has made some big strides with distribution in the past year, surpassing 50mln HHs. Does it get harder from here? No. It’s now more about growing with our existing affiliates as opposed to getting new affiliates since we’re really well carried across the major MVPDs. I think that will happen as digital continues to grow and we see growth with other packages that we’re on with the telco and satellite providers. There are always opportunities to talk about increasing our carriage with existing affiliates as well, which I think is very realistic if we can continue to prove that we’re doing a great job with delivering on the brand. In some ways, getting to 50 is the hard part because you really have to prove that your concept is sound and you’re executing... Once you can do that, you become established and earn a certain amount of credibility that helps you continue your momentum. **Your lineup includes “So You Think You Can Dance” and movies such as “Dazed and Confused.” Is the network becoming more mainstream to grow?** No. I think what we’re doing is continuing to focus and deliver on our mission of being the best arts and artful content programming network. The commitment to original programming is really what 2012 is all about. We’re doubling our budget for original programming. You’ll see an unprecedented release of new, one-off movie productions we’ve produced as well as simple series throughout the rest of the year that are very much what you’d expect from Ovation. **You’re a big supporter of VOD?** We’re very committed to every platform that we feel makes sense for us and our affiliates. We’ve been available on VOD for several years. We do between 10-20 hours of content at all times, about half of it is HD. And some of it is originally produced for digital and VOD. For instance we do a series we sponsor here with the Los Angeles County Museum of Art, where they have ongoing events and programs we film with major artists and actors talking about their work. We’re very bullish on VOD. We think it’s great for our affiliates’ business and the brand development of Ovation. We feel the same way about TV Everywhere. **Do you have deals for TVE?** We’re in test mode with a couple of MVPDs right now, and we expect to have our TV Everywhere content up with most of the major MVPDs by the end of this year. We haven’t come across any major obstacles in terms of our discussions with affiliates. We do feel there needs to be a value exchange, but we’ve been able to get to that point very quickly as we’ve negotiated. **What’s your next big distribution goal?** We’re really aiming for 70mln. We feel that’s the next big benchmark in terms of the industry’s standard for networks. 50mln was really significant for us, establishing a certain mindset in the industry. We feel like 70mln is very realistic, and it’s where we’ve set our sights.

BUSINESS & FINANCE

Programming: Robert Redford will appear on **Sundance Channel** on Saturday nights to introduce a series of indie films and offer a personal critique. First up is "The Crucible" (starring *Daniel Day-Lewis* and *Winona Ryder*) at 10pm this Sat. -- **Planet Green** (soon to be renamed **Destination America**) has teamed with the **National Park Foundation** for National Park Week this week. Each night at 8pm, the net will feature an hour devoted to the parks. The week is being billed as a preview of the natural history-themed programming to be featured on the net in the coming months, with it making the name change on May 28.

On the Circuit: **Fox Networks** has launched "Opportunity Fox," a pilot apprenticeship program designed to give outstanding college grads an opportunity to learn from many of Fox's division heads. It's paid, and after 3 months in the program, participants will receive access to open positions in the company. 9 soon-to-be graduates are in the inaugural class, which begins the 6-month program in June. -- Fri marked the 6th annual "Cable Apprentice" competition, with the **Rocky Mountain Cable Association** hosting the event (it used to be under the now defunct CTAM Rocky Mtn Chapter). More than 100 execs were in attendance, with 3 Univ of Denver grad students from the Daniels College of Business winning the competition.

CableFAX Daily Stockwatch

Company	04/23 Close	1-Day Ch	Company	04/23 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	47.30	(0.83)	CLEARWIRE:	1.55	(0.12)
DISH:	31.12	(0.53)	CONCURRENT:	3.63	(0.04)
DISNEY:	42.01	(0.34)	CONVERGYS:	13.07	(0.26)
GE:	19.07	(0.29)	CSG SYSTEMS:	14.39	(0.13)
NEWS CORP:	19.28	(0.07)	ECHOSTAR:	27.41	(0.16)
MSOS					
CABLEVISION:	13.63	(0.16)	GOOGLE:	597.60	1.54
CHARTER:	60.20	(1.76)	HARMONIC:	4.46	(0.1)
COMCAST:	29.04	(0.41)	INTEL:	27.45	(0.15)
COMCAST SPCL:	28.76	(0.34)	JDSU:	12.28	(0.67)
GCI:	7.56	(0.09)	LEVEL 3:	22.72	(0.48)
KNOWLOGY:	19.43	0.01	MICROSOFT:	32.12	(0.3)
LIBERTY GLOBAL:	48.84	(0.78)	MOTOROLA MOBILITY:	38.43	(0.4)
LIBERTY INT:	18.38	(0.14)	RENTRAK:	19.07	(0.57)
SHAW COMM:	19.69	(0.43)	SEACHANGE:	8.32	0.01
TIME WARNER CABLE:	81.03	(0.86)	SONY:	16.51	(0.32)
VIRGIN MEDIA:	23.70	(0.14)	SPRINT NEXTEL:	2.34	(0.03)
WASH POST:	373.58	(8.81)	THOMAS & BETTS:	71.85	(0.07)
PROGRAMMING					
AMC NETWORKS:	42.85	(0.04)	TIVO:	10.85	0.09
CBS:	32.67	(0.64)	UNIVERSAL ELEC:	16.13	(0.15)
CROWN:	1.50	(0.03)	VONAGE:	2.05	(0.01)
DISCOVERY:	51.54	(0.92)	YAHOO:	15.33	(0.27)
GRUPO TELEVISIA:	20.26	(0.04)	TELCOs		
HSN:	37.01	(0.59)	AT&T:	30.61	(0.25)
INTERACTIVE CORP:	46.11	(1.32)	VERIZON:	38.57	(0.16)
LIONSGATE:	11.90	(0.04)	MARKET INDICES		
LODGENET:	3.96	0.13	DOW:	12927.17	(102.09)
NEW FRONTIER:	1.60	0.10	NASDAQ:	2970.45	(30)
OUTDOOR:	6.67	(0.24)	S&P 500:	1366.94	(11.59)
SCRIPPS INT:	48.43	(0.53)	TECHNOLOGY		
TIME WARNER:	36.27	(0.33)	ADDVANTAGE:	2.43	0.01
VALUEVISION:	1.70	(0.09)	ALCATEL LUCENT:	1.78	(0.07)
VIACOM:	50.55	(0.77)	AMDOCS:	31.45	(0.38)
WWE:	7.91	(0.08)	AMPHENOL:	56.76	(0.92)
UNCH					
BROADCOM:	34.77	UNCH	AOL:	24.75	(0.25)
CISCO:	19.68	(0.23)	APPLE:	571.70	(1.28)
			ARRIS GROUP:	11.29	(0.18)
			AVID TECH:	8.19	(0.12)
			BLNDER TONGUE:	1.18	(0.04)

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EYE ON ADVERTISING

Cartoon Puts on its Game Face With Hasbro, Foot Locker

Securing sponsorships for television series is one thing. Securing them for singular events is another ball game altogether. For its second Hall of Game Awards in February—a sports and entertainment event that brought out host Shaquille O’Neal and the likes of Victor Cruz, Hope Solo and Tim Tebow—**Cartoon Network** got its game on with returning sponsors **Hasbro** and **Kids Foot Locker**, plus a feisty little newcomer, **Universal’s** “The Lorax.” Cathy Applefeld Olson checks the score with Patty Gillette, SVP, brand activation and media partnerships at Cartoon and **Adult Swim**.



initiative for the network. We started promoting it a number of months ahead of time, whereas for a series we may not start that far in advance. Even though an event happens on one night, we make it a three-month event for the network. There’s a preview stage, a voting stage, a tune-in stage, and we tie in sponsors depending on the clients’ objectives. Hasbro has a number of windows they use to promote products; they are big in the hard 10 [weeks] leading up to the holidays. “The Lorax” had a big movie premiere to promote. They do big Upfront buys with us every year, and they looked at the calendar for kids television and Hall of Games was one of the biggest events, so that made sense.

Hasbro and Kids Foot Locker were returning sponsors. What was different this year?

For Kids Foot Locker, we expanded what they did the year before. They sponsored one of our existing awards—“Gnarliest Newb,” for the best rookie—and we also created an award that was product-focused and allowed them to highlight four of their sneakers that would be in stores during the time of the awards. We invited kids to go online and vote for their favorite sneaker, and during the broadcast we created a custom spot that aired in commercial time, coming out of programming, for the Sickest Sneaker. Because of the kid-vid rules we couldn’t have it as part of Hall of Game intellectual property, but we connected in other areas, creating voting spots that are tagged and driving consumers online to vote, so it felt like part of the show. Hasbro was a standard sponsorship, which is what they did last year.

How are conversations with potential event sponsors different from those for a series?

A live event by its very nature is a big event, a huge

What are some of the ways the sponsors were integrated online, at the live event and in the telecast?

With the voting element, we drove to it on-air but it really lived online. We had 100 million votes this year [compared to 37 million last year] and there were microsites sponsored by Kids Foot Locker, Hasbro and Universal. And for Kids Foot Locker, in addition to the very strong online element we had an in-store presence. We had in-store POP [material] and we even did an event at one of their stores, in Culver City [CA].

Now with two months’ hindsight, what’s the biggest thing you learned this year?

Number one would be that creating a custom award is a powerful thing to do, and it’s much more customized for a sponsor and for what the sponsor is looking to promote. For Kids Foot Locker it was a fully 360-degree program. It was on-air, it was online, it was on-site and it was in their store. That’s the perfect partnership.

(Longtime entertainment industry reporter Cathy Applefeld Olson is delighted to be documenting media’s wild ride into the 21st century)



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