

CableFAX Daily™

Monday — April 30, 2012

What the Industry Reads First

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Lift Off: Grassley Clears Way for FCC Nominees to Be Seated

Fri's FCC open meeting may be one of the last with just 2 commissioners and chmn *Julius Genachowski*. Sen *Chuck Grassley* (R-IA) said he intends to lift the hold on 2 FCC nominees. He made the declaration Fri, the 1-year anniversary of his 1st letter to the Commission seeking info on its handling of the **LightSquared** wireless project. "I wondered why the FCC had given expedited preliminary approval to a project led by someone under SEC investigation and with seemingly serious interference concerns. I began seeking the FCC's insight into its decision-making on this project," Grassley said. "The agency turned out to be among the least responsive I've ever come across in 30 years of conducting constitutional oversight of the executive branch of government." Claiming that he was told by the agency that it responds only to the chairs of **House** and **Sen Commerce**, he placed a hold on FCC nominees while he sought the info. Thus, there has been no movement on *Jessica Rosenworcel* and *Ajit Pai*'s nominations since Sen Commerce approved them Dec 8 (just days after a confirmation hearing). If confirmed (more like when confirmed), Rosenworcel will fill the Democratic slot following *Michael Powell*'s retirement at the end of '11. Pai will take the spot vacated by *Meredith Attwell Baker*, who joined **Comcast** last summer. The next step before swearing in is confirmation by the Senate, expected when lawmakers return May 7. Grassley said that House Commerce Republicans made a comprehensive doc request and are giving him access to the docs, which he called "evasively superficial" at first, containing thousands of pages of already public info. But eventually Grassley felt he got some substantive info. "The documents show that rather than being an objective arbiter, the commission appeared to be enthusiastic about the LightSquared project and wanted to see it materialize," he said in a statement Fri. "It's impossible to draw a complete picture of the FCC's considerations in green-lighting LightSquared because the documents available so far do not offer a comprehensive view." Bottom line: Grassley still has a lot of questions (11K more docs are supposedly coming), but as he's getting relevant docs, he will lift the hold. "The FCC badly mishandled LightSquared," he concluded. "Finding out exactly what went wrong is key toward preventing future debacles. I hope the pending nominees, and the rest of the Commission, will use the LightSquared situation as a case study in what not to do." In Feb, the FCC suspended conditional approval of a waiver for LightSquared to complete its network because of potential GPS interference.

At the Portals: In other FCC news, the Commission voted to require broadcasters to publish online their public files, including political ad sales and kids TV programming requirements. **NAB** disagreed with the decision and had tried to get the same rules applied to cable. "By forcing broadcasters to be the only medium to disclose on the Internet our political advertising rates, the FCC jeopardizes the competitive standing of stations that provide local news, entertainment, sports and life-saving weather information free of charge to tens of millions of Americans daily," the assn said, adding that its board is exploring options. Republican *Robert McDowell* dissented to the political file portion of the requirements, saying it creates disparate treatment since campaign money flows across platforms. -- The Commission also adopted new rules permitting TV channel sharing by broadcasters. That's the 1st step in freeing up spectrum under the upcoming incentive



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The CableFAXIES awards Finalists

CableFAXIES 2012 Finalists:

People Awards - Marketer of the Year:

- Gaynor Strachan Chun - Ovation
- Tom Carr & Lara Richardson – TLC

Marketing Team of the Year

- 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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auctions. Stations can voluntarily share a single 6 MHz channel, but need to retain at least 1 standard-def programming stream to meet the FCC's requirement of providing free OTA broadcast. Stations sharing together will employ a single channel and transmission facility but will each continue to be licensed separately, retain its original call sign, retain all the rights pertaining to an FCC license, and remain subject to all of the FCC's rules, policies, and obligations. -- Also Fri, the FCC launched a notice seeking comments on reforms of the USF contribution system, including what services and providers should contribute; how contributions should be assessed and how to reduce the cost and promote transparency.

Deals: *Providence Equity* plans to sell its 10% stake in **Hulu** to **Disney** and **News Corp** for \$200mln, according to reports. **Sanford Bernstein** believes the deal suggests that Disney and News want more control of the venture and/or that Providence wants out. NBCU, which has a financial stake, had to give up its control of Hulu when acquired by Comcast. Sanford Bernstein's research note said the firm is puzzled by the \$2bln value, saying it would imply Hulu is worth about 40% as much as **Netflix** despite having only 10% as many subs (plus ad revenue).

On the Hill: Despite a lot of grumbling (mostly from Dems), cybersecurity bill CISPA passed the House Thurs evening. The vote tally was 248-168, with 206 Republicans and 42 Dems voting for the bill. **NCTA** applauded the passage, calling it a critical step to protect the country from cyberattacks. The Senate has its own bill to consider from Sens *Joe Lieberman* (I-CT) and *Susan Collins* (R-ME), who have said the House bill doesn't go far enough in preventing cyberattacks.

Programming: **NBCU** is about to get a lot more Seacresty. The programmer forged a 2-year multi-platform agreement with *Ryan Seacrest* including on-air, broadcasting and producing duties. It extends his current on-air presence on E! onto NBC, spanning news, ent and sports programming. So, yes, that means Seacrest will be at the Summer Olympics in London this year. -- Six new series join **OWN's** summer lineup, including game show "Are You Normal, America?" (June 4, 9pm), "Real Life: The Musical," which helps tongue-tied people express their emotions via song (June 9, 10pm) and "Super Saver Showdown," (July) a competition reality series pitting 2 obsessed bargain hunters against each other.

Upfronts: Happy Jerzday! That was the greeting advertisers and other guests got from *Nicole "Snooki" Polizzi* at **MTV's** upfront presentation at NYC's Beacon Theatre Thursday (er, Jerzday). Musical performances included *Alicia Keys* and the band "fun." The night kicked off with cast members of "Jersey Shore" extending the franchise: *Paul "Pauly D" Delvecchio*, Polizzi and *Jenni "JWOWW" Farley*. The latter 2 BFFs are launching "Snooki & JWOWW" (premieres June 21) despite the recent pregnancy news. "The point was to make every night girls night—and then I got a big surprise," said Snooki. The net's talent did the talking, including stars from "Awkward," "Teen Wolf" and upcoming series "Catfish," based on the doc film of the same name. The net also presented its "Fantasy Election '12" game, which takes cues from fantasy football while signing kids up to vote. Players earn points for predicting candidates' real-life behavior, checking in to debates and discussing issues with friends. MTV's dev slate also includes a reality series called "Wake Brothers" featuring champion wakeboarding brothers and the scripted comedy "Zach Stone is Gonna be Famous," starring comedian *Bo Burnham*. Returning series "Teen Wolf" will have a new social experience called "Teen Wolf: The Hunt" (launches June 4). Writers from the show will create a 2nd-screen choose-your-own-adventure game.

People: **Scripps Nets** pres *John Lansing* was elected chair, **CTAM** Education Foundation. **Comcast Cable** evp, COO *Dave Watson* was made vice chair. Also elected to the board: **In Demand's** *Bob Benya* and **Cox** evp, COO *Jill Campbell*.



15-to-Watch

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Special Issue: Award winners and honorees will be featured in a *CableFAX Daily* Mid Day Issue: May 21, 2012 | Space Deadline: May 8 | Artwork: May 10

CableFAX Week in Review

Company	Ticker	4/27 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	49.02	1.85%	14.64%
DISH:	DISH	32.15	1.58%	12.89%
DISNEY:	DIS	43.35	2.36%	15.60%
GE:	GE	19.78	2.17%	10.44%
NEWS CORP:	NWS	19.87	2.69%	9.30%

MSOS

CABLEVISION:	CVC	14.56	5.58%	2.39%
CHARTER:	CHTR	60.42	(2.49%)	6.11%
COMCAST:	CMCSA	30.28	2.82%	27.71%
COMCAST SPCL:	CMCSK	29.82	2.47%	26.57%
GCI:	GNCMA	7.89	3.14%	(19.41%)
KNOLOGY:	KNOL	19.50	0.41%	37.32%
LIBERTY GLOBAL:	LBTYA	50.00	0.77%	21.86%
LIBERTY INT:	LINTA	18.87	1.89%	16.34%
SHAW COMM:	SJR	20.41	3.55%	5.37%
TIME WARNER CABLE:	TWC	80.65	(1.51%)	26.87%
VIRGIN MEDIA:	VMED	24.45	2.56%	14.36%
WASH POST:	WPO	383.92	0.40%	1.89%

PROGRAMMING

AMC NETWORKS:	AMCX	42.91	0.05%	14.18%
CBS:	CBS	34.33	3.06%	26.49%
CROWN:	CRWN	1.56	12.23%	28.93%
DISCOVERY:	DISCA	54.89	4.63%	33.98%
GRUPO TELEVISIA:	TV	21.74	8.27%	3.23%
HSN:	HSNI	39.11	4.02%	7.86%
INTERACTIVE CORP:	IACI	49.06	3.44%	15.16%
LIONSGATE:	LGF	12.44	4.19%	49.52%
LODGENET:	LNET	2.47	(35.51%)	3.35%
NEW FRONTIER:	NOOF	1.57	4.67%	52.43%
OUTDOOR:	OUTD	7.37	2.79%	(1.21%)
SCRIPPS INT:	SNI	50.76	3.68%	19.66%
TIME WARNER:	TWX	38.07	4.02%	5.34%
VALUEVISION:	VVTV	1.72	(4.97%)	(8.51%)
VIACOM:	VIA	51.61	0.57%	(3.23%)
WWE:	WWE	7.93	(0.75%)	(14.91%)

TECHNOLOGY

ADVANTAGE:	AEY	2.45	1.24%	16.67%
ALCATEL LUCENT:	ALU	1.56	(15.68%)	0.00%
AMDOCS:	DOX	32.16	1.04%	12.72%
AMPHENOL:	APH	58.68	1.73%	29.28%
AOL:	AOL	25.18	0.72%	66.75%
APPLE:	AAPL	603.00	5.24%	48.89%
ARRIS GROUP:	ARRS	13.06	13.86%	20.70%
AVID TECH:	AVID	8.95	7.70%	4.92%
BLNDER TONGUE:	BDR	1.19	(1.65%)	(2.46%)
BROADCOM:	BRCM	36.47	4.89%	24.22%
CISCO:	CSCO	19.98	0.35%	10.51%
CLEARWIRE:	CLWR	1.42	(14.97%)	(26.8%)
CONCURRENT:	CCUR	3.79	3.27%	0.00%
CONVERGYS:	CVG	13.46	0.98%	5.40%
CSG SYSTEMS:	CSGS	14.68	1.10%	(0.2%)
ECHOSTAR:	SATS	28.64	3.88%	36.77%
GOOGLE:	GOOG	614.98	3.17%	(4.79%)
HARMONIC:	HLIT	4.70	3.07%	(6.75%)

Company	Ticker	4/27 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	28.38	2.83%	17.03%
JDSU:	JDSU	12.51	(3.4%)	19.83%
LEVEL 3:	LVLTL	22.82	(1.64%)	34.31%
MICROSOFT:	MSFT	31.98	(1.36%)	23.19%
MOTOROLA MOBILITY:	MMI	38.71	(1.1%)	(0.23%)
RENTRAK:	RENT	18.61	(5.24%)	30.32%
SEACHANGE:	SEAC	8.39	3.58%	19.35%
SONY:	SNE	16.32	(3.03%)	(9.53%)
SPRINT NEXTEL:	S	2.36	(0.42%)	0.85%
THOMAS & BETTS:	TNB	71.83	(0.13%)	31.56%
TIVO:	TIVO	10.98	2.04%	22.41%
UNIVERSAL ELEC:	UEIC	17.42	7.00%	3.26%
VONAGE:	VG	2.04	(0.97%)	(16.73%)
YAHOO:	YHOO	15.57	(0.19%)	(3.47%)

TELCOS

AT&T:	T	32.67	5.87%	8.04%
VERIZON:	VZ	40.23	3.87%	0.27%

MARKET INDICES

DOW:	DJI	13228.31	1.53%	8.27%
NASDAQ:	IXIC	3069.20	2.29%	17.81%
S&P 500:	GSPC	1403.36	1.80%	11.59%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. ARRIS GROUP:	13.06	13.86%
2. CROWN:	1.56	12.23%
3. GRUPO TELEVISIA:	21.74	8.27%
4. AVID TECH:	8.95	7.70%
5. UNIVERSAL ELEC:	17.42	7.00%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	2.47	(35.51%)
2. ALCATEL LUCENT:	1.56	(15.68%)
3. CLEARWIRE:	1.42	(14.97%)
4. RENTRAK:	18.61	(5.24%)
5. VALUEVISION:	1.72	(4.97%)

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