

# CableFAX Daily™

Tuesday — May 1, 2012

What the Industry Reads First

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## Happy Birthday: Weather Celebrates Three Decades On the Air

The adage goes that talking about the weather never gets old. And **Weather Channel's** longevity seems to prove it's more than a cliché. On May 2, 1982, Weather Channel debuted, and it's been on cable (and grown) ever since. In honor of this week's milestone, we interviewed *David Kenny*, who took on the chmn/CEO job in late Jan (*Cfax*, 1/25). A lot has changed in 30 years. **How do you keep the channel relevant when you can now get a forecast with the click of a button on a smartphone?** I think we do more than a forecast. Our audience comes to us because they want to go deep on weather every day. It inspires a lot of decisions—what to wear, how your business is going to do, what to put on sale, what to do for your house, perhaps travel. There is a lot of inspiration people get off the television programming. There is also relevance in severe times. [There were recently 100 tornadoes in a weekend.] Only one of those turned out to be fateful. That is amazing. We played a role in warning people, engaging people beforehand and afterwards, we played a role in that story. Severe news is always going to be important. No one is going to cover it like us. And everyday news—I think television and cable still inspire people in important ways. We also have Weather.com and the mobile app. There is a core audience, and we've seen it as engaged this year as ever before. **Are you doing anything special on-air to recognize the 30 years?** On May 2, it will be fun to look backward and see all the events that happened. The way the brand has evolved. Certainly, the way we have presented the weather—the way storytelling works—[has evolved]. I think it's 30 years of cable, 30 years of Weather and 30 years of advertising and brand building. We'll take a day to celebrate. That said it's also going to be launching the next decade. My view is that nostalgia is the enemy of optimism. You either believe the best is in the past or the best is in the future, and I think we very much believe the best is still to come. **How many of those 30 years has Jim Cantore been there?** 25. We could do a whole episode just on his hair. He's a good sport about it, and he still has a lot of fans. **When you joined in Jan, you spoke a lot about the value of long-form programming. Are you taking a different approach to long-form than your predecessors?** We are getting clearer about our brand and how it inspires people to everyday possibilities and to work with Mother Nature. We have put a real brand lens on the ideas because we have so many great ideas that come to us that fit the weather. "Coast Guard Alaska," we came back again because it's such an inspiring story. Then you look at "Lifeguard!," "Ice Pilots," "Turbine Cowboys" and



### Awards Breakfast • May 21, 2012 Seaport Hotel • Boston, MA

CableFAX's *15-to-Watch* is a listing of up and comers that do incredible work in the digital trenches. The industry will look to this group for new initiatives to ensure cable's competitive success into the future.

See the Next Generation of Industry Leaders at  
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<http://www.cablefax.com/cfp/events/15towatch2012/>

Questions: Saun at [saun@accessintel.com](mailto:saun@accessintel.com), 301.354.1694

## 15-to-Watch

Also Saluting the Best of the  
Web Awards & Digital Hot List

**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

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soon to be "Iron Men," and all of those shows have a theme of really interesting characters with real strengths and smarts that work with Mother Nature as opposed to letting her get in the way. **It seems like a shift from weather as the main character to people.** I think our audience cares about people. People like to watch people... Weather is interesting, but the way people interact with it is definitely closer to the center of our brand.

**Frenemies:** The latest offshoot of cable and **Verizon Wireless'** joint marketing agreement has **Comcast** and the wireless player offering each other's services in IL and NW IN, Atlanta, CO, Kansas City, MO, Minneapolis-St Paul and Salt Lake City. Depending on packages chosen, new and existing customers of both providers are eligible for Visa prepaid cards between \$50-\$300. Comcast and Verizon already launched similar partnerships in Portland, San Fran and Seattle.

**At the Portals:** The **FCC** launched a competition to discover the best ways to increase broadband adoption rates among low-income Americans. It's being funded by the newly created Broadband Adoption Lifeline Pilot Program, which uses \$25mln in savings from major reforms earlier in the year to the Lifeline program. The deadline for applications is July 2. Winners will receive funding for Lifeline pilot projects and will begin their year-long projects in the fall.

**Competition:** **DirectTV** created a digital ent products division and tapped *Tony Goncalves* to lead it as svp, digital ent products. He reports to CEO *Mike White*. The Digital Entertainment Products team responsibilities will include strategy, ideation and product definition for ent initiatives across all mobile, tablet, Web, native apps, 3rd-party devices and VOD platforms.

**Authenticate This:** Lots of noise Mon over an anonymously sourced *NY Post* report that **Hulu** is taking steps to change to an authenticated model where customers would have to prove that they're pay TV subs. **Free Press** latched on to the report calling for the govt to probe whether **Comcast** was involved. **NBCU** conditions bar Comcast from having any control in Hulu's business or mgmt (NBCU has a stake in the company), and Comcast said Mon in a statement that "any hypothetical claims of violations of the FCC Order and the DOJ consent decree with regard to Hulu are fiction." **Public Knowledge** lamented that the FCC rejected conditioning the deal so that pay-TV service couldn't be required to access Hulu.

**VOD:** **Time Warner Cable** announced Health on Demand, a VOD product that will provide marketers with access to a geographically targeted audience of health content seekers. Health on Demand provides advertisers with the ability to promote their content via **Cooking Light** and **Gaiam TV**. Local health care providers also will be able to feature patient education videos on the new channel. -- **Comcast** and **Cox** will provide select Asian movies, music and related content free in May in recognition of Asian Pacific Heritage Month. More than 11.5 hours of content will be offered via **Bollywood Hits on Demand** and **Filipino On Demand** to digital subs without a subscription starting May 1. Additionally, Cox will launch **TVK-Pop On Demand**, a free VOD service featuring Korean music videos.

**Programming:** **HBO** ordered 2nd seasons of "Girls" and "Veep." Girls has grossed 3.8mln viewers to date, while Veep has grossed 3.7mln. Both orders are for 10 eps. -- **Discovery** debuts interactive series "Head Games," where viewers and on-screen subjects face brain games, mind puzzles at social experiments. The 3-parter bows June 3.

**Online:** "In Game Live," an audience participation app for **Comcast Sports Group's** coverage of **MLB**, is now available on **Comcast SportsNet** Websites during all televised broadcasts. It offers a 2nd screen experience that includes head-to-head statistical match-ups, breaking sports news, fan photos, trending player coverage from Facebook and Twitter and more. -- This week, **ESPN** introduces **ESPNFC**, a multi-language and multi-country brand for soccer fans around the world.

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# BUSINESS & FINANCE

All of ESPN's soccer properties will be housed under the one name. Online and on mobile, ESPNFC will have the ability to detect where a fan is accessing content, and deliver locally relevant content for that region and serve that content in the native language. ESPNFC will also provide unique, customizable digital opportunities for marketers who can work with ESPN to reach sports fans on both a global and regional scale using ESPN's worldwide sales teams. There is a preview available this week online and on mobile of content specific for the EURO 2012 tourney in Poland and Ukraine.

**People:** *Raghu Rau* went from interim CEO to official CEO of **SeaChange**. He was made interim chief in Nov following the retirement of founder/chmn *Bill Styslinger*. -- With *Evan Shapiro's* upcoming move to **Participant Media**, *Jennifer Caserta* was elevated to pres, gm of **IFC**. She was previously evp, gm. The promotion comes on the heels of the success of "Portlandia," which won a Peabody Award this year and delivered 13.5mln total viewers in Season 2 (up +150% over Season 1). -- **Viacom** vet *Scott Fishman* was upped to svp, exec producer at **Spike**. -- *Chad Harris* is now svp, biz dev at **Crown Media**. *Rob Perna* was appointed vp, financial planning and analysis.

**On the Circuit:** **BBC World News** anchor *Katty Kay* will emcee the Cable Hall of Fame celebration, May 21, Boston Marriott Copley Place.

## CableFAX Daily Stockwatch

Company	04/30 Close	1-Day Ch	Company	04/30 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	49.28	0.26	CLEARWIRE:	1.46	0.04
DISH:	31.97	(0.18)	CONCURRENT:	3.85	0.06
DISNEY:	43.11	(0.24)	CONVERGYS:	13.37	(0.09)
GE:	19.58	(0.2)	CSG SYSTEMS:	14.40	(0.28)
NEWS CORP:	19.84	(0.03)	ECHOSTAR:	29.05	0.41
<b>MSOS</b>					
CABLEVISION:	14.82	0.26	GOOGLE:	604.85	(10.13)
CHARTER:	60.47	0.05	HARMONIC:	4.72	0.02
COMCAST:	30.34	0.07	INTEL:	28.39	0.01
COMCAST SPCL:	29.83	0.01	JDSU:	12.17	(0.34)
GCI:	7.60	(0.29)	LEVEL 3:	23.06	0.24
KNOLOGY:	19.45	(0.05)	MICROSOFT:	32.02	0.04
LIBERTY GLOBAL:	49.81	(0.19)	MOTOROLA MOBILITY:	38.82	0.11
LIBERTY INT:	18.83	(0.04)	RENTRAK:	18.92	0.31
SHAW COMM:	20.62	0.21	SEACHANGE:	8.22	(0.17)
TIME WARNER CABLE:	80.45	(0.2)	SONY:	16.21	(0.11)
VIRGIN MEDIA:	24.61	0.16	SPRINT NEXTEL:	2.48	0.12
WASH POST:	378.17	(5.75)	THOMAS & BETTS:	71.91	0.08
<b>PROGRAMMING</b>					
AMC NETWORKS:	42.53	(0.38)	TIVO:	10.79	(0.19)
CBS:	33.38	(0.95)	UNIVERSAL ELEC:	16.92	(0.5)
CROWN:	1.51	(0.05)	VONAGE:	2.04	UNCH
DISCOVERY:	54.43	(0.46)	YAHOO:	15.54	(0.03)
GRUPO TELEVISIA:	21.97	0.23	<b>MARKET INDICES</b>		
HSN:	38.71	(0.4)	DOW:	13213.63	(14.68)
INTERACTIVE CORP:	48.15	(0.91)	NASDAQ:	3046.36	(22.84)
LIONSGATE:	12.23	(0.21)	S&P 500:	1397.91	(5.45)
LODGENET:	2.30	(0.17)	<b>TELECOMS</b>		
NEW FRONTIER:	1.57	UNCH	TELCOS		
OUTDOOR:	7.40	0.03	AT&T:	32.91	0.24
SCRIPPS INT:	50.22	(0.54)	VERIZON:	40.38	0.15
TIME WARNER:	37.48	(0.59)	<b>MARKET INDICES</b>		
VALUEVISION:	1.62	(0.1)	DOW:	13213.63	(14.68)
VIACOM:	50.65	(0.96)	NASDAQ:	3046.36	(22.84)
WWE:	7.88	(0.05)	S&P 500:	1397.91	(5.45)
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.45	UNCH			
ALCATEL LUCENT:	1.51	(0.05)			
AMDOCS:	32.00	(0.16)			
AMPHENOL:	58.14	(0.54)			
AOL:	25.04	(0.14)			
APPLE:	583.98	(19.02)			
ARRIS GROUP:	12.93	(0.13)			
AVID TECH:	8.69	(0.26)			
BLNDER TONGUE:	1.20	0.01			
BROADCOM:	36.60	0.13			
CISCO:	20.16	0.17			



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