

CableFAX Daily™

Monday — May 7, 2012

What the Industry Reads First

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Voom Voom Pow: AMC, DISH Fighting Some More

AMC Nets claim **DISH** is threatening to drop its channels following a ruling last month that denied its application to further appeal a prior trial court decision sanctioning it for bad-faith destruction of evidence in the case. DISH called AMC's announcement "self-serving," saying it opted not to renew the nets solely based on their high price and low ratings. The Voom litigation is a separate matter, it said. In Mar, AMC Nets and Suddenlink got into a programming dispute that risked the MSO losing AMC and sister nets days before the season finale of "The Walking Dead." A deal was reached before any of the nets went dark. In a stroke of luck for DISH, "Mad Men" wraps up Season 5 on June 17, well before the June 30 expiration of its AMC Nets contract. AMC Nets links the dispute to an Apr 26 ruling from the Appellate Div of the NY State Supreme Court, which means the case will now be set for trial. No word yet on when. The suit stems from DISH's decision in '08 to terminate carriage of the Voom HD networks. Voom filed a breach of contract suit seeking \$2.5bln in damages. In a pre-trial ruling, the trial court judge said DISH had destroyed evidence in the case, which the Appellate Division affirmed. AMC said that within days of denial of DISH's pre-trial appeal, the DBS provider informed the programmer of its intention to drop AMC, **IFC** and other channels. Recall that in '10 when DISH and **Disney** got into it in court over the cost of HD programming, it dropped the HD versions of **Disney Channel, Disney XD, ESPNews** and **ABC Family**. A jury awarded in Disney's favor last fall, but the HD channels remain off the provider's lineup. But unlike with AMC, the SD versions are still available. AMC Nets responded to the threat by saying that AMC's "The Walking Dead" is the #1 scripted drama with DISH subs. "It's unfortunate that because of setbacks in an unrelated litigation, DISH even suggests that they might deny their customers access to some of their favorite networks and shows that are offered by every other major satellite and cable TV provider," AMC Nets said. DISH's take: "AMC Networks' channels, such as IFC, **WE**, AMC and **Sundance**, overall have had significant declines in viewership among DISH subscribers. AMC Networks' very limited popular programming is non-exclusive, and available to our customers through multiple other outlets such as Amazon.com, iTunes and Netflix."

Shrinkage: For the 2nd year in a row, the number of TV households seems to be shrinking. **Nielsen** released preliminary Universe estimates for the '12-'13 TV season that have total TV HHs dropping to 114.7mln from 114.1mln—a decline of 600K or 0.5%. Hardest hit—which seems especially notable given Nick's ratings drop—are kids 2-11. That group is expected to be down 2.7%. Nielsen's final estimates will be released in 3Q. **Sanford Bernstein** noted that if the numbers hold true, nets start the season with ratings down about 1%.

Online: Disney/ABC announced that the ABC Player App (which makes ABC shows available to viewers the day after they air) has surpassed more than 100mln ep views and more than 5mln downloads on the iPad, iPhone and iPod Touch. The app has delivered 400mln video ads since launching in Apr '10. -- **Cox Business** launched an online destination for businesses with content, insight and advice from marketing, social media and industry experts. See it at coxbusiness.com.

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Programming: TNT renewed "Southland" for a 10 ep, 5th season, scheduled to begin in Feb. – Showtime reupped "The Borgias" for a 3rd season., with 10 eps to premiere next year. -- Starz announced straight-to-series greenlight of "Black Sails" (wt) from exec producer *Michael Bay*. The new original series is expected to debut in '14. As with "Spartacus" and "Magic City," Starz will retain all domestic and intl rights to the dramatic series, including TV, home video, and digital.

5Qs with Travel Channel gm Andy Singer: Travel kicks off all-American "Destination Summer" programming initiative May 20 with a week of American-themed travel programming followed by the launch of 7 new originals. With shows like "RV Kings" and "Miami International Airport," you're branching out into modes of travel and layover themes. Are you trying to redefine the brand? Yeah, I think it's our job to define what the travel brand really is. For us, it's a combination of both what you would consider traditional travel fare but in addition to that, to be able to appeal to a modern-day audience, to be able to come up with interesting formats, entertainment formats and information-rich formats that have a travel lens on it. So that could be from a host expert, like Tony Bourdain. It could be from an expert who's got some sort of expertise in the travel field, like Anthony Melchiorri in "Hotel Impossible." Or it could be from some of the new folks we're developing. But the point is, we're approaching travel with the standpoint—when you come to us, you'll be highly entertained, highly engaged and informed in ways that wrap around travel that the network probably hasn't done before. And I think that ties into a much larger philosophy at Scripps in general. Are you hoping your shows with reality formats like "Baggage Battles" will increase ratings? Sure, the goal obviously is to get more people to watch and sample the network and continue to enjoy the network, but absolutely, that's part of our mix. Your Destination Summer initiative is similar to Discovery's rebranded network, "Destination America"—and not just in name. There are similar show ideas, like extreme roller coasters. Do you expect some competition from DA? We get competition from everywhere—from every cable network and content service out there. The reality is that Travel Channel as a brand has been around for 25 years. Our name is Travel Channel, so we ought to be doing programming that relates back to that central theme. So while Planet Green, or now Destination America, may be doing that, that's something we will do and continue to do as time goes on. Do you think they're trying to build their own version of Travel Channel? It seems like they're trying to dip their toes into the space... But from what I understand and what I see, they have some original material, but a lot of it seems to be specials and a lot of what has happened before on Discovery and TLC, that they're using to anchor that network. So your edge is original content? Absolutely. Between the original content that we have and our host experts who we like to call "our friends in the know," I think that's what we have going for us—being able to develop in that space and develop original series in that space. I would say that we're 100% original in all of our programming. That's all we do, develop content in the travel space. [More from Singer at CableFAX.com].

Toasting a Friend: Friends of the late *Chris Loneragan* will pay tribute to him with a toast and celebration of his life during the **Cable Show** in Boston at Gem Restaurant and Lounge, May 21, 9:30-11:30PM, 42 Province Street. RSVP to Chrysti_Hill@discovery.com. The longtime **Discovery** and industry vet lost his battle with cancer on April 13 at the age of 54. An education trust has also been established for his children, and donations will be accepted at the Toast in Boston. Those unable to attend and who wish to contribute may make checks payable to "Loneragan Children Education Trust," Bank of America Merrill Lynch Wealth Management, 6000 Fairview Road, Suite 700, Charlotte, NC 28210. Attention: *Neil Stikeleather*. Or to arrange other methods of contribution, email neil.stikeleather@ml.com.



Call for Entries!
Entry Deadline: June 1, 2012

The Annual CableFAX Program Awards honor the best, the brightest, the crème de la crème in cable and people. Raise the bar; enter the CableFAX Program Awards today!

www.CableFaxProgramAwards.com

Questions? saun@accessintel.com (301) 354-1694

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Ad/Series of Ads - Distributor

- ▶ Comcast Spotlight - *Comcast Spotlight Eye-Con Campaign*
- ▶ Time Warner Cable Media - *2011 New York International Auto Show / Automotive On Demand*

Ad/Series of Ads - Programmer

- ▶ A&E - *The Glades Season 2 - Axe Unit*
- ▶ Starz Entertainment, LLC - *Spartacus: Gods of the Arena Digital Online Campaign*
- ▶ Turner Sports - *NBA.com/ESPN Fantasy Basketball*
- ▶ Turner Sports - *NBA TV "Bobble Heads"*

Best Overall Website - Cable Network - Large

- ▶ AMC - *AMCtv.com*
- ▶ CNBC - *CNBC.com*
- ▶ E! Entertainment - *E! Online*
- ▶ G4 - *G4tv.com*

Best Overall Website - Cable Network - Small and MidSize

- ▶ FEARnet - *FEARnet.com*
- ▶ MSG Varsity - *MSGVarsity.com*
- ▶ nuvoTV - *mynuvotv.com*
- ▶ Outdoor Channel - *OutdoorChannel.com*

Best Overall Website - Cable Operator

- ▶ Comcast Cable - *Comcast.com*
- ▶ Cox Communications Inc - *Customer Centered Online Experiences*
- ▶ Time Warner Cable - *TimeWarnerCable.com*

Best Overall Website - Regional/Local Programmers

- ▶ BayNews 9 - *baynews9.com*
- ▶ Central Florida News 13 - *cfnews13.com*
- ▶ Comcast SportsNet Mid-Atlantic - *CSNWashington.com*
- ▶ Comcast SportsNet Philadelphia - *CSNPhilly.com* (online home of Comcast SportsNet Philadelphia)
- ▶ YES Network - *YESNetwork.com*

Best TV Everywhere App

- ▶ AT&T U-verse - *AT&T U-verse App*
- ▶ CNN - *The CNN App*
- ▶ Comcast Corporation - *The XFINITY TV app*
- ▶ MSG Varsity - *MSG Varsity*

Blog or Series of Blogs

- ▶ AMC - *HanksBlog*
- ▶ BBC Worldwide Limited - *Anglophenia*
- ▶ CNBC - *NetNet with John Carney*
- ▶ RLTV - *Good Food, Good Deeds*

Blogger/Tweeter/Social Networking Facilitator

- ▶ Central Florida News 13 - *Jennifer Cook*
- ▶ CNBC - *John Carney*
- ▶ Turner Sports - *John Kim*
- ▶ Time Warner Cable - *Jeff Simmermon*

Community/Social Networking

- ▶ 360i - *USA Network - Bruce Campbell/The Fall of Sam Axe Ask Me Anything Reddit Campaign*
- ▶ Scripps Networks Interactive - *Food Network's Communal Table: Thanksgiving Edition*
- ▶ The Weather Channel - *The Weather Channel Social*

Contest / Online Games

- ▶ AMC - *Breaking Bad Games*
- ▶ Charter Communications - *Charter Center Stage*
- ▶ A&E - *Breakout Kings' Catch a Con Sweepstakes*
- ▶ National Geographic Channel - *Expedition Week's MISSION EXPEDITION*
- ▶ IFC - *Rhett & Link: Commercial Kings Loco Awards*
- ▶ WE tv - *Cake Staker Game*

Digital Marketing Campaign - Distributor

- ▶ Charter Communications - *Charter Center Stage*
- ▶ Comcast Spotlight - *Comcast Spotlight Take Five for Your Future 2011*
- ▶ Time Warner Cable Media - *Summertime is Cabletime*
- ▶ Time Warner Cable Media - *Domino's/ClickedIn*

Digital Marketing Campaign - Programmer

- ▶ EPIX - *The Long Khan, an interactive promotion for EPIX Pictures Presentation: The Captains*
- ▶ Starz Entertainment, LLC - *Scandalous Dirt, political aggregator site for the STARZ Original series Boss*
- ▶ Turner Sports - *RaceView Launch*

Digital Team of the Year

- ▶ AMC Networks
- ▶ Comcast - NBCU
- ▶ Discovery Communications
- ▶ ESPN
- ▶ Time Warner Cable
- ▶ Turner Sports

Editorial Excellence

- ▶ AMC - *AMCtv.com*
- ▶ Central Florida News 13 - *cfnews13.com*
- ▶ History - *CIVIL WAR 150 interactive*
- ▶ The Weather Channel - *The Weather Channel - Hurricane Irene coverage*

Official Show Website

- ▶ BBC Worldwide Limited - *Doctor Who - www.bbcamerica.com/doctorwho*
- ▶ nuvoTV - *Model Latina Las Vegas Website: mynuvotv.com/model-latina-las-vegas*
- ▶ Oxygen Media, LLC - *The Glee Project Digital Campaign*
- ▶ WE tv - *Braxton Family Values Show Section*

Original Content

- ▶ AMC - *The Trivial Pursuits of Arthur Banks*
- ▶ E! Entertainment - *E! News Now*
- ▶ FEARnet - *FEARnet's Jobs of the Damned*
- ▶ G4 - *G4 Films Epictober Fil Festival*
- ▶ History - *CIVIL WAR 150 interactive*
- ▶ Scripps Networks Interactive - *HGTVRemodels' Bathroom Planning Guide*

Podcast or Videocast

- ▶ Comcast SportsNet Mid-Atlantic - *Football Friday - CSNWashington.com*
- ▶ Turner Sports - *NCAA March Madness On Demand*
- ▶ Turner Sports - *PGA Championship LIVE Streaming Player*
- ▶ YES Network - *Off the Wall*

Smartphone App

- ▶ AMC - *AMC iPhone App*
- ▶ Bravo Media - *Bravo Now App*
- ▶ CNBC - *CNBC PRO*
- ▶ ESPN - *WatchESPN*
- ▶ Turner Sports - *93rd PGA Championship iPhone Mobile App*

Social Media Campaign

- ▶ 360i - *Bravo Top Chef Just Desserts: Surprise & Delight*
- ▶ Central Florida News 13 - *The Case Against Casey Anthony*
- ▶ Crown Media Networks - *Hallmark Channel's Countdown to Christmas*
- ▶ Discovery Communications - *Science's An Idiot Abroad Social Media Campaign*
- ▶ IN DEMAND - *Movies On Demand Facebook App*
- ▶ Oxygen Media, LLC - *The Glee Project Social Media Campaign*

Supplemental Web Campaign

- ▶ AMC - *The Walking Dead*
- ▶ Bravo Media - *Bravo Digital Media*
- ▶ RLTV - *Making Medicine Work for You*

Tablet App

- ▶ Comcast Spotlight - *1 + iPad App*
- ▶ E! Entertainment - *Live from the Red Carpet App*
- ▶ ESPN - *WatchESPN*
- ▶ National Geographic Channel - *Locked Up Abroad*
- ▶ The Weather Channel - *The Weather Channel App for iPad redesign*

Use of Facebook

- ▶ E! Entertainment - *E! Royal Wedding*
- ▶ IN DEMAND - *Movies On Demand Facebook App*
- ▶ National Geographic Channel - *9/11 Facebook Application*
- ▶ TLC - *TLC's Cake Boss Facebook Page*

Use of Twitter

- ▶ Discovery Communications - *Discovery Channel's @SharkWeek*
- ▶ E! Entertainment - *E! Celebri-tweet*
- ▶ Oxygen Media, LLC - *The Glee Project Social Media Campaign*
- ▶ Turner Sports - *NCAA March Madness On Demand Social Arena*
- ▶ WICT - *@WICT*

Use of Video/Moving Image

- ▶ AMC - *Video Inside Breaking Bad*
- ▶ CNBC - *CNBC Explains*
- ▶ Starz Entertainment, LLC - *Camelot NY Post Animated Rich Media Interstitial & Takeover*
- ▶ Turner Sports - *NASCAR.COM RaceBuddy*
- ▶ Turner Sports - *NASCAR.COM's Garage Cam*

Video Editor/Producer

- ▶ Discovery Communications - *James Williams*
- ▶ Travel Channel - *Jim Morley*
- ▶ YES Network - *Joe Auriemma*

Web Content Director

- ▶ MSG Varsity - *Jonathan McCarthy*
- ▶ WE tv - *Andrea Macey*
- ▶ YES Network - *Kevin Sullivan*

Web Site Design/Redesign

- ▶ FEARnet - *FEARnet's Trick 'r Treat Campaign*
- ▶ MSG Varsity - *MSGVarsity.com*
- ▶ WE tv - *WETv.com*

ANNOUNCED: The TV Everywhere Leadership Awards: Comcast & Turner Broadcasting System

Winners announced during the May 21st awards breakfast. Congratulations to all of the finalists!

To register for the event, visit www.CableFAX.com/events

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CableFAX Week in Review

Company	Ticker	5/04 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	48.22	(1.63%)	12.77%
DISH:	DISH	31.31	(2.61%)	9.94%
DISNEY:	DIS	42.93	(0.97%)	14.48%
GE:	GE	19.34	(0.1%)	7.98%
NEWS CORP:	NWS	19.49	(1.91%)	7.21%

MSOS

CABLEVISION:	CVC	13.07	(10.23%)	(8.09%)
CHARTER:	CHTR	61.57	1.90%	8.13%
COMCAST:	CMCSA	29.45	(2.74%)	24.21%
COMCAST SPCL:	CMCSK	29.21	(2.05%)	23.98%
GCI:	GNCMA	7.21	(8.62%)	(26.35%)
KNOLOGY:	KNOL	19.45	(0.26%)	36.97%
LIBERTY GLOBAL:	LBTYA	49.78	(0.44%)	21.33%
LIBERTY INT:	LINTA	18.40	(2.49%)	13.44%
SHAW COMM:	SJR	19.58	(4.07%)	1.08%
TIME WARNER CABLE:	TWC	78.77	(2.33%)	23.91%
VIRGIN MEDIA:	VMED	22.66	(7.32%)	5.99%
WASH POST:	WPO	357.62	(6.85%)	(5.09%)

PROGRAMMING

AMC NETWORKS:	AMCX	43.12	0.49%	14.74%
CBS:	CBS	33.22	(3.23%)	22.40%
CROWN:	CRWN	1.49	7.19%	23.14%
DISCOVERY:	DISCA	53.44	(2.64%)	30.44%
GRUPO TELEVISIA:	TV	21.38	(1.66%)	1.52%
HSN:	HSNI	37.36	(4.47%)	3.03%
INTERACTIVE CORP:	IACI	49.50	0.90%	16.20%
LIONSGATE:	LGF	11.47	(7.8%)	37.86%
LODGENET:	LNET	2.23	(9.72%)	(6.69%)
NEW FRONTIER:	NOOF	1.58	0.64%	53.40%
OUTDOOR:	OUTD	7.21	(2.17%)	(3.35%)
SCRIPPS INT:	SNI	54.21	6.80%	27.79%
TIME WARNER:	TWX	36.35	(4.52%)	0.58%
VALUEVISION:	VVTV	1.54	(10.47%)	(18.09%)
VIACOM:	VIA	52.19	1.12%	(2.14%)
WWE:	WWE	8.75	10.34%	(6.12%)

TECHNOLOGY

ADVANTAGE:	AEY	2.42	0.00%	15.24%
ALCATEL LUCENT:	ALU	1.43	(22.7%)	(8.33%)
AMDOCS:	DOX	30.76	(4.35%)	7.82%
AMPHENOL:	APH	55.35	(5.67%)	21.94%
AOL:	AOL	24.25	(3%)	60.60%
APPLE:	AAPL	565.25	(6.26%)	39.57%
ARRIS GROUP:	ARRS	12.55	(3.91%)	15.99%
AVID TECH:	AVID	7.86	(12.18%)	(7.85%)
BLNDER TONGUE:	BDR	1.29	8.39%	5.73%
BROADCOM:	BRCM	34.63	(5.05%)	17.95%
CISCO:	CSCO	19.12	(4.3%)	5.75%
CLEARWIRE:	CLWR	1.52	7.04%	(21.65%)
CONCURRENT:	CCUR	3.60	(4.99%)	(4.99%)
CONVERGYS:	CVG	12.90	(4.16%)	1.02%
CSG SYSTEMS:	CSGS	16.05	9.33%	9.11%
ECHOSTAR:	SATS	28.24	2.43%	34.86%
GOOGLE:	GOOG	596.97	(2.93%)	(7.58%)
HARMONIC:	HLIT	4.40	(6.38%)	(12.7%)

Company	Ticker	5/04 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	27.90	(1.69%)	15.05%
JDSU:	JDSU	11.09	(11.35%)	6.23%
LEVEL 3:	LVL	25.17	10.30%	48.15%
MICROSOFT:	MSFT	30.98	(3.13%)	19.34%
MOTOROLA MOBILITY:	MMI	38.80	0.23%	0.00%
RENTRAK:	RENT	17.56	(5.64%)	22.97%
SEACHANGE:	SEAC	8.41	0.24%	19.63%
SONY:	SNE	15.32	(6.13%)	(15.08%)
SPRINT NEXTEL:	S	2.36	0.00%	0.85%
THOMAS & BETTS:	TNB	71.88	0.07%	31.65%
TIVO:	TIVO	10.37	(5.56%)	15.61%
UNIVERSAL ELEC:	UEIC	15.27	(12.34%)	(9.48%)
VONAGE:	VG	1.85	(10.19%)	(24.49%)
YAHOO:	YHOO	15.15	(2.7%)	(6.08%)

TELCOS

AT&T:	T	32.86	0.58%	8.66%
VERIZON:	VZ	40.26	0.07%	0.35%

MARKET INDICES

DOW:	DJI	13038.27	(1.44%)	6.72%
NASDAQ:	IXIC	2956.34	(3.68%)	13.48%
S&P 500:	GSPC	1369.10	(2.44%)	8.87%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. WWE:	8.75	10.34%
2. LEVEL 3:	25.17	10.30%
3. CSG SYSTEMS:	16.05	9.33%
4. BLNDER TONGUE:	1.29	8.39%
5. CROWN:	1.49	7.19%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:	1.43	(22.7%)
2. UNIVERSAL ELEC:	15.27	(12.34%)
3. AVID TECH:	7.86	(12.18%)
4. JDSU:	11.09	(11.35%)
5. VALUEVISION:	1.54	(10.47%)

CALL FOR ENTRIES!

Entry Deadline: June 15, 2012

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