

CableFAX Daily™

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What the Industry Reads First

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ESPN Aces: After 46 Years, US Open Moves to Cable from Broadcast

Another major sporting event is leaving broadcast. After giving the NCAA Final Four to TBS, CBS is ceding the US Open to ESPN, ending their nearly half-century old relationship. ESPN's 11-year contract, reportedly worth \$770mln, is the net's 2nd major tennis rights purchase. It acquired Wimbledon rights 2 years ago, ending NBC's 43-year run. The net, currently splitting the coverage with CBS and Tennis Channel, will air the championship in 3 of the 4 Grand Slam tournaments. The shift won't hinder the growth of the Open, ESPN pres John Skipper said in a news conference Thurs. "This sort of old canard that there's something to be lost by going from broadcast to cable, I would submit, has it wrong," he said. It's just the opposite, as Skipper expects the audience for the US Open to grow because of the net's diverse digital platforms. Leaving broadcast with its bigger reach doesn't seem to bother USTA: "ESPN is the strongest brand in sports. It puts the US Open at the center of American sports culture like never before," CEO Gordon Smith said. USTA started to explore new opportunities when the group and CBS weren't able to come to "mutually agreeable solutions," chmn/pres Dave Haggerty said. CBS sent its best wishes Thurs. "We look forward to 2 more years of tennis on CBS," the broadcaster said in a statement, adding it has "profitable partnerships" with key sports franchises locked up for many years. Under the terms, ESPN will air 130+ hours with the addition of coverage of the "middle weekend"—Sat, Sun and Labor Day Mon—plus both the men's and women's semifinals and finals. It's uncertain whether Tennis Channel, which has some 70 hours under the current agreement, will be part of the mix going forward, Skipper said. The nets have a long-term relationship and a history of exploring opportunities to sublicense, he said: "We expect to have a conversation." The new schedule, starting in '15, places the women's final on Sat and the men's on Sun. While ESPN's Sat is usually dominated by college football, having multiple nets and platforms enables programming flexibility, Skipper said. The plan is to stream all matches. As part of ESPN's streaming rights, all telecasts will be available on WatchESPN and every match on all 17 tournament courts will be available on ESPN, ESPN2 and ESPN3 (currently, 6 of the 17 courts have coverage).

Upfronts: NUVotv launched a new on-air look at its upfront presentation Wed with rebranding initiatives coming July 1. It also announced that partner Jennifer Lopez will serve as chief creative officer. The rebranding includes an

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upgraded Website and heavier program integration of NUVOTv talent and its partners. The English-language, Latino targeted net's new programming slate includes "Jennifer Lopez Biography Special" (wt); "Gotta Dance," a behind-the-scenes look at the lives of back-up dancers; docu-series "Rodney's Joy" and "Oribe," 1-hour comedy special "Anjelah Johnson – The Homecoming Show;" and Hollywood insider interview format show "Mario Lopez: One-on-One." The English-language, Latino-targeted net is also working on 30 hours of Latino comedy over the next year.

Earnings: Cisco recorded 1Q profit of \$2.5bln, up 14% YOY, thanks to revenue growth in all 4 of its units. "We are starting to see some good signs in the US and other parts of the world which are encouraging," chmn/CEO *John Chambers* said in a statement. The vendor generated \$1.3bln in video revenue, up 30% YOY. That's partly due to the acquisition of NDS, a video technology developer. -- **Arris**, which completed its \$2.35bln acquisition of **Motorola's** home division from **Google** in April, expects a weaker 2Q partly due to uncertainties related to the Moto purchase, chmn/CEO *Bob Stanzone* said during a guidance conference call late Wed. He expects 2Q sales to be between \$1.03bln to \$1.08bln. The good news is the company is on track to save \$100mln to \$125mln within a year of the transaction, the chief exec said.

Navigation: AT&T upgraded its U-Verse on demand storefront in more than 40 markets. The new interface enables easier search of content and better display. The telco tested the interface in several markets before a full rollout. -- **TiVo** launched a "What to Watch Now" recommendation service, which creates a custom dashboard showing viewers' preferred content. The service combines viewers' preferences based on viewing history and assesses live programs airing within the next 30 minutes against real-time, regional viewing trends and user-defined preferences.

TVE: Time Warner Cable is said to be in the mix for **Hulu**, possibly making a joint proposal with other cable companies, according to reports. It sure could help to make TV Everywhere more of a national footprint. The *NY Post* reported that bids are wanted by next Thurs. **Comcast** already owns a stake in Hulu, but agreed not to make any management decisions in the streaming service as part of its Jan '11 NBCU transaction.

In the States: Time Warner Cable is gearing up to launch genre-based lineups, with Syracuse the beta launch on June 18. If the rollout goes well, the MSO will begin launching in other markets in Aug, ultimately launching to all of its footprint. Channels 0-99 will not change, but beyond that TWC will move nets around to neighborhood similar channels with themes such as entertainment, life & style, news & info, kids & teens, music and sports. It also will automatically display the HD feed for the corresponding SD channel.

On the Hill: Rep *Joe Barton* (R-TX) and other members of the Bi-Partisan Privacy Caucus sent a letter to **Google** Thurs expressing concern about possible misuse of info gathered by Google Glass. Among their questions: Is it true that Google Glass would be able to use facial recognition to unveil personal info about whomever a user is viewing, and can a person opt out of this collection of personal data? Will Google Glass have the capacity to store any data on the device, and if so, will there be some sort of user authentication system to safeguard data?

ACA: The **FCC** should target its proposed 911 service reliability regulations on service providers that fail to implement industry best practices related to 911 circuit auditing, central office backup power supplies and diversity of network monitor and control links effectively, **ACA** said in a filing with the Commission, citing the agency's Derecho Report that found multiple 911 providers' failure to implement best practices. The FCC should clarify in its NPRM that providers would not be expected to give any more information via electronic means than they provided to the PSAP via telephone when reporting that the provider is experiencing a reportable outage on its network, **ACA** said.

Online: Prospect Park, the company behind the Web-based eps of "All My Children" and "One Life to Live," is pulling back on the number of shows it premieres each week (*Cfax*, 4/16). Starting Mon, it will introduce 2 new eps from each soap per week instead of 4. The producer said viewing data indicates that people are watching the soaps more like online video instead of traditional TV, leaving them to believe they are posting too many eps and making it too challenging for viewers to keep up. The company did say that "many millions" of views have been logged since the shows' Apr 29 debut. "Primarily, fans have been binge viewing or watching on demand, and as a result, we feel we have been expecting our audience to dedicate what has turned out to be an excessive amount of time to viewing these shows," Prospect Park's founders said in a note to fans.

From the Street: It appears that **Bernstein Research** analysts weren't impressed with the broadcast upfronts.

BUSINESS & FINANCE

“The more we see of the broadcast lineups, the more excited we get -- about cable lineups,” they said in a research note. Though some of the new broadcast shows will become hits, “most will fail,” they said. Overall, with the possible exception of CBS, “we are left with an overwhelming sense of ‘meh’”

Programming: You knew the TV movie was coming, you just might not have expected it this quickly.

Lifetime debuts “*Jodi Arias: Dirty Little Secret*,” starring *Tania Raymonde* and *Jesse Lee Soffer*, on June 22, 8pm. On Wed (10pm), the net will premiere doc “*Jodi Arias: Beyond the Headlines*.”

Public Affairs: More than 125 **Discovery Comm** employees, including talent such as *Buddy Valastro* of “*Cake Boss*,” are in Atlantic City this week to work with **Habitat for Humanity** on a major home rehabs in partnership with residents affected by Hurricane Sandy. NY Gov *Chris Christie* will be on site Fri. The idea for the project came from CEO *David Zaslav* as part of the company’s Discovery Impact initiatives, which in ‘11 included rebuilding homes in tornado-ravaged suburbs of Birmingham, AL.

People: **Cablevision** promoted *James Nuzzo* to sr evp, operations and business planning. -- **Comedy Central** named former **Google** exec *Jason Shafon* vp, brand marketing, effective May 20.

CableFAX Daily Stockwatch

Company	05/16 Close	1-Day Ch	Company	05/16 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	64.72	(0.45)	CONVERGYS:	17.95	(0.24)
DISH:	38.69	(0.51)	CSG SYSTEMS:	21.30	(0.34)
DISNEY:	66.47	(1.2)	ECHOSTAR:	39.68	(0.15)
GE:	23.27	0.03	GOOGLE:	903.87	(12.02)
NEWS CORP:	32.99	(0.55)	HARMONIC:	5.93	(0.07)
MSOS					
CABLEVISION:	15.20	(0.38)	INTEL:	23.94	(0.26)
CHARTER:	113.61	(0.92)	JDSU:	14.02	0.66
COMCAST:	42.87	(0.86)	LEVEL 3:	22.95	(0.59)
COMCAST SPCL:	41.18	(0.64)	MICROSOFT:	34.08	0.23
GCI:	9.63	(0.09)	RENTRAK:	24.49	0.25
LIBERTY GLOBAL:	75.81	(0.79)	SEACHANGE:	11.49	0.09
LIBERTY INT:	23.26	(0.09)	SONY:	20.10	(0.35)
SHAW COMM:	22.70	(0.03)	SPRINT NEXTEL:	7.28	0.03
TIME WARNER CABLE:	97.22	(2.02)	TIVO:	12.50	0.08
VIRGIN MEDIA:	50.49	(0.37)	UNIVERSAL ELEC:	26.14	(0.63)
WASH POST:	453.89	(2.54)	VONAGE:	2.74	(0.05)
PROGRAMMING					
AMC NETWORKS:	65.84	(0.35)	YAHOO:	26.58	(0.76)
CBS:	49.56	(0.84)	TELCOS		
CROWN:	2.04	(0.01)	AT&T:	37.38	(0.15)
DISCOVERY:	78.79	(0.56)	VERIZON:	53.20	(0.4)
GRUPO TELEVISIA:	26.66	(0.17)	MARKET INDICES		
HSN:	55.26	(1)	DOW:	15233.22	(42.47)
INTERACTIVE CORP:	50.95	(0.41)	NASDAQ:	3462.61	23.82
LIONSGATE:	26.99	(0.6)	S&P 500:	1650.47	(8.31)
OUTDOOR:	10.30	(0.05)			
SCRIPPS INT:	68.32	(0.32)			
STARZ:	22.23	(0.51)			
TIME WARNER:	60.72	(0.41)			
VALUEVISION:	3.85	(0.19)			
VIACOM:	69.69	(0.53)			
WWE:	9.17	0.01			
TECHNOLOGY					
ADVANTAGE:	2.21	(0.02)			
ALCATEL LUCENT:	1.54	0.01			
AMDOCS:	36.03	(0.22)			
AMPHENOL:	81.42	0.06			
AOL:	37.35	(0.25)			
APPLE:	434.58	5.73			
ARRIS GROUP:	16.42	(0.41)			
AVID TECH:	6.99	0.04			
BLNDER TONGUE:	0.97	(0.05)			
BROADCOM:	36.57	(0.11)			
CISCO:	23.89	2.68			
CLEARWIRE:	3.23	0.03			
CONCURRENT:	7.02	(0.07)			

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PROGRAMMER'S PAGE

Solo Expedition

It's in the vein of "Planet Earth" and "Frozen Planet." But for **Discovery's** first epic natural history series that does not include the **BBC** as a co-producer, it appropriately enough decided to focus on the continent that bore it. The first episode of 7-part series "North America" (premieres Sun at 9pm) opens with a lone goat in the Rocky Mountains, fighting the elements to give birth to her baby. It's symbolic of the American spirit and survival. While the series doesn't have a global perspective, there is enough variety in North America—warm climates, cold climates, mountains, deserts, beaches—to entice viewers to tune in to learn more about a landscape they may have thought they knew well. All told, the crew spent 2830 days on location on 250 separate expeditions to shoot more than 850 hours of footage. Will viewers notice that this is a solo Discovery production? Probably not consciously, said *Andrew Johnson*, evp, production and development, but he hopes that certain elements (editing, storyboarding, music selection and so on) will make it feel different from past BBC co-productions. "I think what they will say is 'Wow! That seemed much more engaging than it used to be,'" he said. "If they see the art behind that, then I would be slightly disappointed because then they aren't as engaged in the show as they should be." While Discovery's brand has evolved over the years to include series such as "Gold Rush" and "Amish Mafia," Johnson said there will always be a place for this type of nature programming. "Discovery as a brand [is known to] educate, inform, entertain—those sorts of words that you think about when you think about what is good about television and life," he said. "These shows... are a core part of why I joined Discovery and why I think Discovery is what it is. I can never see it turning away from that." — *Amy Maclean*

Reviews: "Life Below Zero," premiere, Sun, 10p, **Nat Geo**. Examining niches is one way to produce quality reality TV. "Zero" takes that route, following 6 people living off the grid in Alaska, where Mother Nature can be unforgiving. Besides seeing how people survive—Erik eats only what he kills; craving privacy, Sue inhabits a remote camp; Chip and his wife practice native Inupiak techniques; —you understand why they're drawn to Alaska. We're hoping to discover why these private folk have allowed reality TV to intrude on their lives. -- "The Big C: Hereafter," series finale, Mon, 10p, **Showtime**. It's difficult to set up the end of a story at the beginning and maintain viewer interest. We know *Cathy (Laura Linney)* will die at episode's end, but her journey's the thing. Although it drags in spots and gets silly in others, the ep ultimately provides a dignified and somewhat upbeat ending to *Cathy's* ordeal. -- "2nd Act," Thurs, 8p ET, **RLTV**. Upbeat *Paul DiMeo* does more than host this show about retirees attempting new careers; he coaxes and counsels them. The results inspire. -- "Finding Normal," Sat, 7p ET, **GMC**. Reminiscent of "Doc Hollywood," this sentimental film puts a city doctor in a small town with sometimes charming results. *Lou Beatty Jr* shines as the town's omniscient leader. - *Seth Arenstein*

Basic Cable Rankings			
(5/06/13-5/12/13)			
Mon-Sun Prime			
1	TNT	2.5	2419
2	DSNY	1.7	1699
2	USA	1.7	1689
2	FOXN	1.7	1660
5	HIST	1.3	1241
6	ESPN	1.2	1195
6	TBSC	1.2	1170
8	A&E	1.0	1027
8	ADSM	1.0	946
10	HGTV	0.9	862
11	NAN	0.8	778
11	LIFE	0.8	770
11	TLC	0.8	760
11	SYFY	0.8	758
11	DSE	0.8	56
16	CNN	0.7	721
16	FOOD	0.7	717
16	FX	0.7	706
16	FAM	0.7	706
16	DISC	0.7	687
21	TRU	0.6	598
21	TVLD	0.6	598
21	AMC	0.6	588
21	BRAV	0.6	551
21	HALL	0.6	504
21	ID	0.6	490
27	HLN	0.5	541
27	MTV	0.5	511
27	CMDY	0.5	509
27	SPK	0.5	494
27	APL	0.5	493
27	MSNB	0.5	464
27	VH1	0.5	462
27	LMN	0.5	446
27	BET	0.5	417
27	NBCS	0.5	404
27	DSJR	0.5	299
38	NGC	0.4	374
38	NKJR	0.4	343
38	GSN	0.4	322
38	OXYG	0.4	277
38	HMC	0.4	202
43	ESP2	0.3	294
43	EN	0.3	293
43	TRAV	0.3	290
43	WE	0.3	285

*Nielsen data supplied by ABC/Disney

CableFAX

PROGRAM AWARDS

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