

# CableFAX Daily™

Tuesday — May 28, 2013

What the Industry Reads First

Volume 24 / No. 102

## It's a Wrap: Upfront Season's New Nets, Scripted Fare and Millennial Bliss

Another upfront season is behind us, and in retrospect, a few things were different about this year's collection of Madison Ave brown-nosing sessions. Many nets used the events to break news—like **Fox Sports'** official announcement of its long-anticipated national sports network, **FS1**. **FX** also revealed details about its new net **FXX**, which will target younger audiences. Whereas last year **Nickelodeon** produced a big show with big names (UK boy band "One Direction," for example), this season it detailed its strategy for catering to post-Millennials and provided new research to back it up. And most recently, **Univision** announced an investment in upcoming young adult-themed, English-language net **El Rey**, which will get carriage on **Comcast**. This brings us to another motif: younger audiences. It appears that everyone has a strategy to capture their cross-platform-devouring eyeballs. (**Pivot, Participant Media's** soon-to-launch net targeting Millennials, may have a jump on others with its plan to launch as both a pay TV and broadband service). Scripted was also hot. Not only are digital-only outlets like **Yahoo!** and **Crackle** crowing about originals, but **Crown Media Family Nets, Science Channel, Discovery Channel** and **Bravo** are all dipping their toes in scripted for the first time. **Yahoo!** and **Crackle** are betting on comedy. In sum, the upfronts and NewFronts brought us actual news this year beyond the musical acts and canapés. But we'd be remiss for not discussing a few highlights—just for kicks. **Most innovative: DirecTV**. At its first-ever upfront, the DBS op pulled off (with minor glitches) an addressable advertising demo, which tailored experiences to match attendees' tastes—from preferred theater candy to marital status. **Most repeated phrase:** "Most affluent audience in cable." Too many networks claim this honor for it to be true. **Close second:** "We have the reach." **Strangest moment:** It had to **Microsoft's** Cirque De Soleil-style dancers. An hour into the "presentation," contortionists still danced and writhed on stage. (It seems the NewFronts are still learning.) **Biggest star:** DirecTV brought 3 NFL players, including *Eli Manning*, for advertisers to fawn over. It's probably a tie with **YouTube**, though, which landed Snoop Lion (formerly Snoop Dogg... don't ask). **Biggest announcement:** Fox Sports. Fox kept the launch of FS1 a "secret" in order to build buzz but deemed the upfront the right time to announce the network's launch date, name and programming. **Best venue: IFC**. It's not the actual venue, but rather what they did with it. The net transformed the Roseland Ballroom into an amusement park—with a roller rink, a dunk tank and a yearbook-themed photo booth. **Biggest bang: USA**. You can't get much bigger than fireworks.

**News Separation:** The **News Corp** board approved the company's plan to separate the publishing business from the media and entertainment unit. Under the change set for June 28, **21st Century Fox** and the new News Corp will be 2 different publicly traded companies. The board also approved a post-split ratio of 1 share of the new News Corp for every 4 shares of existing News Corp, as part of the separation. In addition, the board authorized a \$500mIn stock repurchase program for the new News Corp following the completion of the split. Post-separation, Murdoch will be the chmn/CEO of the renamed 21st Century Fox and exec chmn of the new News Corp, which will include Fox's cable channels. In addition to a few current News Corp directors, the new News Corp board will include investment firm **EXOR SpA** head *John*

CableFAX

## PROGRAM AWARDS

From the most outstanding cable programs to the best surprise ending, the annual CableFAX Program Awards honor the best in cable programming, content and people. This unique awards program from the industry's most trusted brand, CableFAX, raises the bar on what's good on and about cable. Now's your chance to win a CableFAX Program Award and get recognized for bringing value to your viewers.

It's simple to compete, as your content and people speak for themselves. But you have to enter to be considered, so don't let your competitors steal the show. We'll be honoring the winners and honorable mentions in September.

**Sponsorship Opportunities:** Amy Abbey at [aabbey@accessintel.com](mailto:aabbey@accessintel.com)

**Entry Questions:** Mary Lou French at 301.354.1851 or [mfrench@accessintel.com](mailto:mfrench@accessintel.com)

**DEADLINE**

**June 21, 2013**

**ENTER TODAY AT**

[CableFAXProgramAwards.com](http://CableFAXProgramAwards.com)

21845

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Sales Mgr, Susan Kim, 301.354.2010, skim@accessintel.com ● Marketing Dir: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group ● Subs/Client Svcs: 301.354.2101 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

**Elkann, Brunswick Group** partner *Ana Pessoa*, managing partner of **Naya Management** *Masroor Siddiqui* and *Robert Silberman*, exec chmn of **Strayer Education**. The spin seems to be on track for News Corp's fiscal year-end, and **Wells Fargo** analysts are "pleasantly surprised by the buyback authorization," which they believe will be followed by a dividend.

**In the Courts:** Broadcasters including **Fox, NBC, ABC** and **Allbritton** are suing provocatively named **Aereokiller** in district court, seeking a jury trial and a temporary injunction. The lawsuit accused digital entrepreneur *Alki David's FilmOn*, which owns **Aereokiller**, of infringing copyrights by offering their content through Internet and mobile device streaming. The lawsuit followed a recent federal appeals court's decision on **Aereo** that upheld a lower court ruling that Aereo's services didn't constitute copyright infringement.

**DISH Doings:** **DISH** formed a strategic partnership with regional wireless carrier **nTelos** to co-develop a fixed-mobile broadband service within nTelos' markets, including VA, WV, and parts of MD, NC, PA, OH and KY. The service is expected to allow nTelos ad DISH subs, many of whom live in unserved and underserved rural areas, access to HSI at home and on the go. Offering such services to underserved areas is one of the "key products and synergies DISH sees in a potential DISH/Sprint combination," **Wells Fargo** analysts said, noting the small mobile carrier is the exclusive wholesale provider of wireless digital PCS services for some Sprint subs. That means whatever product the new partnership develops will probably operate on Sprint's PCS spectrum and could be "easily utilized by a combined DISH/Sprint," the analysts said, arguing that the proposed partnership gives DISH "a head start in the development of a fixed Internet-mobile broadband offering should he (Ergen) be successful in acquiring Sprint for a minimal capital outlay."

**ACC Election:** The **ACC** board elected **Time Warner Cable** group vp, corporate communications, *Anthony Surratt*, as pres and a member of the executive committee. His 1-year term started at the conclusion of ACC's annual conference Forum '13 and runs till the end of Forum '14. The board also elected 5 other officers and members of the exec committee, including 1st vp, membership, *Annie Howell*, evp, communications, **Crown Media**; 2nd vp, programs, *Catherine Frymark*, svp, communications, **Discovery Comm**; secretary, *Tom Larsen*, group vp, legal & public affairs, **Mediacom**; treasurer, *Brian Dietz*, vp, communications & digital strategy, **NCTA**; and at-large *Misty Skedgell*, svp, corporate communications, **Turner**.

**Tornado Relief:** "Healing in the Heartland: Relief Benefit Concert," organized by *Blake Shelton* to aid victims of the tornado that hit the Oklahoma City earlier this week, will be held May 29 and aired on **NBCU** cable nets like **Style, Bravo, E!** and **G4**. The concert aims to raise funds for the **United Way** of Central Oklahoma May Tornadoes Relief Fund.

**Press Clippings:** **Hulu** received its 1st round of bids from **DirecTV** and **Time Warner Cable**, the *New York Post* reported. **Google**, a previous bidder from a prior round in '11, didn't participate. Ex-**News Corp** chief *Peter Chernin* also reportedly submitted a bid. -- **Deadline** reported that **AETN** will tap **BBC** vet *Jana Bennett* to run **LMN** and **Bio**.

**Advertising:** **Canoe Ventures** has licensed **BlackArrow** Affiliate, which enables programmers to manage dynamic ad insertion in and around VOD content. **[More details at CableFAX Tech - www.cablefax.com/tech].**

**Programming:** **Syfy's** original series "Paranormal Witness" returns for a 3rd season on June 5.

June 24, 2013 | Awards Breakfast | 8:30 – 10:30 am | Grand Hyatt in NYC

The **CableFAXIES**  
awards



Join CableFAX for the FAXIES Awards and Sales Executives of the Year event as we salute the industry's top PR, communication and sales initiatives. Register today at [www.cablefax.com/events](http://www.cablefax.com/events).

Sponsorships: Amy Abbey, aabbey@accessintel.com, (301) 354-1629

Registration Questions: Saun Sayamongkhun, saun@accessintel.com, (301) 354-1694

## CableFAX Week in Review

Company	Ticker	5/24 Close	1-Week % Chg	YTD %Chg
<b>BROADCASTERS/DBS/MMDS</b>				
DIRECTV:	DTV	63.74	(2.25%)	27.07%
DISH:	DISH	39.33	0.87%	8.05%
DISNEY:	DIS	65.49	(1.64%)	31.53%
GE:	GE	23.53	2.75%	12.10%
NEWS CORP:	NWS	33.25	(0.3%)	26.71%
<b>MSOS</b>				
CABLEVISION:	CVC	15.34	(3.1%)	2.68%
CHARTER:	CHTR	112.85	0.63%	48.02%
COMCAST:	CMCSA	41.95	(1.62%)	12.29%
COMCAST SPCL:	CMCSK	40.08	(2.29%)	11.58%
GCI:	GNCMA	9.05	(4.94%)	(5.63%)
LIBERTY GLOBAL:	LBTYA	75.56	0.09%	20.01%
LIBERTY INT:	LINTA	22.97	(1.63%)	16.72%
SHAW COMM:	SJR	22.88	1.10%	(0.44%)
TIME WARNER CABLE:	TWC	95.03	(2.98%)	(2.22%)
VIRGIN MEDIA:	VMED	50.31	(0.1%)	36.90%
WASH POST:	WPO	473.76	1.49%	29.72%

<b>PROGRAMMING</b>				
AMC NETWORKS:	AMCX	65.90	(0.81%)	33.13%
CBS:	CBS	50.75	(1.51%)	33.38%
CROWN:	CRWN	2.05	1.99%	10.81%
DISCOVERY:	DISCA	79.53	0.86%	25.28%
GRUPO TELEVISA:	TV	25.89	(3.72%)	(2.6%)
HSN:	HSNI	56.76	1.88%	3.05%
INTERACTIVE CORP:	IACI	50.73	(1.01%)	7.39%
LIONSGATE:	LGF	28.06	1.96%	71.10%
SCRIPPS INT:	SNI	68.80	(0.36%)	18.78%
STARZ:	STRZA	22.76	0.26%	0.00%
TIME WARNER:	TWX	59.28	(2.36%)	23.94%
VALUEVISION:	VTV	4.72	21.03%	162.22%
VIACOM:	VIA	69.99	(0.57%)	28.97%
WWE:	WWE	9.28	0.32%	17.62%

<b>TECHNOLOGY</b>				
ADDVANTAGE:	AEY	2.27	(3.81%)	14.07%
ALCATEL LUCENT:	ALU	1.48	10.45%	6.47%
AMDOCS:	DOX	35.81	(1.32%)	5.35%
AMPHENOL:	APH	78.34	(5.94%)	21.08%
AOL:	AOL	36.17	(2.66%)	22.15%
APPLE:	AAPL	445.15	2.74%	(16.35%)
ARRIS GROUP:	ARRS	15.54	(7.22%)	4.02%
AVID TECH:	AVID	6.81	(2.85%)	(10.16%)
BLNDER TONGUE:	BDR	1.10	15.37%	(4.7%)
BROADCOM:	BRCM	36.59	(0.08%)	10.18%
CISCO:	CSCO	23.53	(2.93%)	19.75%
CLEARWIRE:	CLWR	3.42	1.18%	18.34%
CONCURRENT:	CCUR	7.10	(5.46%)	23.69%
CONVERGYS:	CVG	18.19	0.39%	10.85%
CSG SYSTEMS:	CSGS	20.75	(3.98%)	14.14%
ECHOSTAR:	SATS	38.58	(4.65%)	12.74%
GOOGLE:	GOOG	873.32	(3.94%)	23.46%
HARMONIC:	HLIT	6.10	3.74%	20.32%
INTEL:	INTC	23.92	(2.36%)	16.02%
JDSU:	JDSU	13.07	(6.44%)	(3.19%)
LEVEL 3:	LVT	21.85	(4.33%)	(5.45%)

Company	Ticker	5/24 Close	1-Week % Chg	YTD %Chg
MICROSOFT:	MSFT	34.27	(1.72%)	28.30%
RENTRAK:	RENT	22.48	(7.15%)	15.34%
SEACHANGE:	SEAC	10.94	(0.27%)	13.13%
SONY:	SNE	20.96	3.05%	87.14%
SPRINT NEXTEL:	S	7.33	0.14%	29.28%
TIVO:	TIVO	12.91	2.62%	4.87%
UNIVERSAL ELEC:	UEIC	26.68	0.41%	37.88%
VONAGE:	VG	2.70	(1.82%)	13.92%
YAHOO:	YHOO	26.33	(0.72%)	32.31%

<b>TELCOS</b>				
AT&T:	T	36.75	(1.84%)	9.02%
VERIZON:	VZ	51.39	(3.67%)	18.77%

<b>MARKET INDICES</b>				
DOW:	DJI	15303.10	(0.33%)	16.78%
NASDAQ:	IXIC	3459.14	1.05%	15.88%
S&P 500:	GSPC	1649.60	(1.07%)	15.66%

### WINNERS & LOSERS

#### THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. VALUEVISION:	4.72	21.03%
2. BLNDER TONGUE:	1.10	15.37%
3. ALCATEL LUCENT:	1.48	10.45%
4. HARMONIC:	6.10	3.74%
5. SONY:	20.96	3.05%

#### THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. ARRIS GROUP:	15.54	(7.22%)
2. RENTRAK:	22.48	(7.15%)
3. JDSU:	13.07	(6.44%)
4. AMPHENOL:	78.34	(5.94%)
5. CONCURRENT:	7.10	(5.46%)

# CableFAX

## Join our Social Networking Groups!

Share ideas, connect with colleagues and be the first to hear about important industry events and deadlines.

[www.cablefax.com](http://www.cablefax.com)

[cablefax.com/facebook](http://cablefax.com/facebook)

[cablefax.com/twitter](http://cablefax.com/twitter)

[cablefax.com/linkedin](http://cablefax.com/linkedin)