

CableFAX Daily™

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What the Industry Reads First

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At Our Deadline: Big changes afoot at **AT&T**. *Dan York* has resigned from AT&T, with *Jeff Weber* appointed to pres, content and ad services, according to an internal memo obtained by **CableFAX**. No immediate word on York's departure or where he may be headed. Weber, who was previously vp, **U-Verse** and video products, will be based in L.A. and report to AT&T Services evp, home solutions *Lori Lee*. York joined AT&T (formerly SBC) in '04, leading its video content strategy and acquisition. Prior to that, he was svp, programming and dev at **In Demand**.

Original Entry: BBKA Looks to Sweeten Pot with New Ingredients

Now with a footprint of more than 77mln homes, BBC America has recently moved into original programming with unscripted spinoff series "No Kitchen Required" and "Richard Hammond's Crash Course." And in August, it launches its first scripted original drama called "Copper," set in 1860s New York in the immigrant community of Five Points.

CableFAX caught up with BBC America GM Perry Simon to chat about the net's originals strategy. **What inspired you move into original programming?** The feeling was, how do you sustain that growth and take the channel to the next level, both in terms of its rating and its profile, and how do we build the fan base? Clearly the way you do that is through enhancing our core programming, which is our British programming that we bring over here, the best of the BBC in the UK, and complementing that with some original series that help give the channel its own voice and broaden its audience. So the goal is to develop some signature series both in unscripted and scripted genres. **What's your programming strategy?** On the unscripted side, the strategy is taking 2 of our biggest unscripted tent poles, being "Top Gear" on Mon nights and the "Gordon Ramsay" programming that we show on Tues nights and [use] those as platforms to launch new series. **Is there room for more cooking shows?** I think there's only room for more cooking shows if you find fresh, original takes on them. We were interested in food-related shows because of the *Gordon Ramsay* lead-in, but we chose to pass on many shows because we thought they weren't bringing something new and original. What we love about "No Kitchen Required" is it's unlike anything on the air before. We really wanted to do something that fit the BBC America brand, that felt worldly and has that multicultural component to it. So the fact that we've got these chefs in this competition going around the world and having to engage with the local people in each of these locations, learn their customs, learn their food and really forge a bond with them over food, is really adventurous,



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but it's really emotional as well. **What's your distribution goal for the next year?** We want to just keep growing. The good news is I think the various distribution platforms are recognizing that there's a lot of momentum and energy at BBC America. We've been very encouraged by the response we've been getting from our affiliate partners as we invest in original programming and increase our marketing profile. Similarly we've gotten that same reaction from advertisers. **Will you air "Frozen Planet," a BBC co-production?** Potentially down the road. It's currently in its deal with Discovery, so they have the exclusive television rights to that. We have access to a lot of the BBC product, but not all of it. They sell to other channels as well. More from our interview at CableFAX.com.

Retrans: Cox and Media General are in the midst of retrans negotiations, with stations warning subs that the MSO could lose them June 1. Affected stations include **NBC affil WSLs** out of Roanoke, VA, and **NBC affil WJAR** in Providence, RI. As usual, it comes down to money, with Media General claiming Cox has refused to reach a fair, market-based deal. "Our highly-rated television station is an important asset to our local community, and it is unfortunate that Cox Communications does not recognize our fair market value," said WJAR gm *Vic Vettors*.

In the States: Comcast's Xfinity Home service debuts in Sacramento Valley Wed. It offers traditional home security along with the ability to remotely adjust thermostats, lights, etc. The Home Preferred Package starts at \$39.95 per month. Comcast is also offering free installation in the new Sacramento and Central Valley launch areas until July 8.

At the Portals: FCC gen counsel *Austin Schlick* will step down next month, with a track record of prevailing in better than 90% of court cases challenging orders issued by the Genachowski Commission. *Sean Lev*, currently deputy gen counsel and special adviser to the chmn, will become the gen counsel. "He is one of a kind – a great counselor and a great manager, visionary and practical, brilliant and wise," said chmn *Julius Genachowski*, adding that he's confident excellent work will continue under Lev. -- Also Fri, the FCC announced the members of its Open Internet Advisory Committee, which holds its 1st meeting this summer. Harvard's *Jonathan Zittrain* will chair the group, which was called for by the Dec '10 Open Internet order as a way to track and evaluate the effects of the FCC's Open Internet rules. Members include **Netflix** chief product officer *Neil Hunt*, **Comcast** svp, network engineering *Kevin McElearney*, **Disney** svp, strategic planning *Elaine Paul* and **AT&T** vp, research *Charles Kalmanek*.

Competition: DISH will offer a free preview of **Sportsman Channel** to all subs through June 19, including Memorial Day Weekend's NRA Guns & Gold marathon. DISH provides the channel as part of its America's Top 250 and OutdoorSports packages. -- **DirecTV** has teamed with **Tennis** and **ESPN**, allowing fans to watch up to 6 live French Open matches at the same time on the French Open Mix channel, May 27-June 3. The French Open Experience is the second of 4 Grand Slam tennis events that DirecTV will offer this year at no extra charge for customers.

Ratings: TBS' original sitcom "Men at Work" snagged more than 2.6mln viewers in its debut Thurs (1.63mln 18-49s and 851K 18-34s). The net said the premiere drew 14% more 18-34s than the prior 4 weeks of "The Big Bang Theory" and it garnered more men in that demo (395K0 than any previous TBS original sitcom premiere. -- **A&E** can't help but quack that "Duck Dynasty" was cable's #1 original show for Wed night in 25-54s and 18-49s, scoring 1.5mln in both demos. It notched a series-high 2.6mln total viewers.

Programming: Lifetime moved the premiere date of "The Week the Women Went" to Aug from June 6. The unscripted series finds out what happens when all the women are removed from a town, in this case Yemassee, SC. -- **Science** acquired the off-network syndication rights to "Fringe," the dramatic series from creators *J.J. Abrams*, *Alex Kurtzman* and *Roberto Orci*.

Advertising/Marketing: Weather Channel teamed with **Anheuser-Busch** Select 55 for the "55-Hour Weekend Forecast," helping viewers in select cities plan the entire weekend from 5pm Fri to midnight Sun. Digital visitors will see custom content and Select 55 creative relevant to them, Weather said. The partnership runs from May 23 to Sept 2.

People: Geoff Daniels was named evp, gm of **Nat Geo Wild**. He has served as svp of the net and led its Mar '10 launch.

Editor's Notes: Your next issue of **CableFAX Daily** will arrive Tues because of Memorial Day. Thank you to the all the men and women who have served. Check out **CableFAX.com** for a story about one cable vet's recent recognition and what he's doing to up veteran recognition in the industry.

CableFAX Week in Review

Company	Ticker	5/25 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	46.40	2.25%	8.51%
DISH:	DISH	28.24	(0.84%)	(0.84%)
DISNEY:	DIS	44.50	1.57%	18.67%
GE:	GE	19.20	1.32%	7.20%
NEWS CORP:	NWS	19.63	0.82%	7.98%

MSOS

CABLEVISION:	CVC	11.66	5.14%	(18%)
CHARTER:	CHTR	64.27	4.20%	12.87%
COMCAST:	CMCSA	28.85	2.05%	21.68%
COMCAST SPCL:	CMCSK	28.63	2.29%	21.52%
GCI:	GNCMA	6.69	(4.56%)	(31.66%)
KNOLOGY:	KNOL	19.59	0.98%	37.96%
LIBERTY GLOBAL:	LBTYA	47.31	2.01%	15.31%
LIBERTY INT:	LINTA	17.24	(6.3%)	6.29%
SHAW COMM:	SJR	18.97	0.90%	(2.07%)
TIME WARNER CABLE:	TWC	76.42	3.17%	20.21%
VIRGIN MEDIA:	VMED	22.26	3.63%	4.12%
WASH POST:	WPO	344.56	3.47%	(8.56%)

PROGRAMMING

AMC NETWORKS:	AMCX	39.04	(1.51%)	3.89%
CBS:	CBS	31.56	3.27%	16.29%
CROWN:	CRWN	1.47	(2.65%)	21.49%
DISCOVERY:	DISCA	50.56	4.53%	23.41%
GRUPO TELEVISIA:	TV	19.58	(0.36%)	(7.03%)
HSN:	HSNI	39.24	6.40%	8.22%
INTERACTIVE CORP:	IACI	44.73	1.43%	5.00%
LIONSGATE:	LGF	12.99	6.30%	56.13%
LODGENET:	LNET	1.23	(22.64%)	(48.54%)
NEW FRONTIER:	NOOF	1.70	11.84%	65.05%
OUTDOOR:	OUTD	6.60	0.15%	(11.53%)
SCRIPPS INT:	SNI	54.42	7.13%	28.29%
TIME WARNER:	TWX	34.70	1.25%	(3.98%)
VALUEVISION:	VVTV	1.72	13.16%	(8.51%)
VIACOM:	VIA	52.16	1.50%	(2.19%)
WWE:	WWE	7.98	(3.16%)	(14.38%)

TECHNOLOGY

ADVANTAGE:	AEY	2.20	(9.05%)	4.81%
ALCATEL LUCENT:	ALU	1.67	15.97%	7.05%
AMDOCS:	DOX	29.17	(3.06%)	2.24%
AMPHENOL:	APH	53.22	3.97%	17.25%
AOL:	AOL	27.48	5.65%	81.99%
APPLE:	AAPL	562.29	6.02%	38.84%
ARRIS GROUP:	ARRS	12.32	(1.52%)	13.86%
AVID TECH:	AVID	6.68	(5.25%)	(21.69%)
BLNDER TONGUE:	BDR	1.00	(15.97%)	(18.03%)
BROADCOM:	BRCM	31.68	(6.24%)	7.90%
CISCO:	CSCO	16.33	(0.85%)	(9.68%)
CLEARWIRE:	CLWR	1.21	2.54%	(37.63%)
CONCURRENT:	CCUR	3.50	(4.89%)	(7.65%)
CONVERGYS:	CVG	13.98	7.62%	9.48%
CSG SYSTEMS:	CSGS	16.38	0.06%	11.35%
ECHOSTAR:	SATS	27.88	4.22%	33.14%
GOOGLE:	GOOG	591.53	(1.48%)	(8.42%)
HARMONIC:	HLIT	4.25	3.91%	(15.67%)

Company	Ticker	x5/29 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	25.74	(1.27%)	6.14%
JDSU:	JDSU	9.83	(0.3%)	(5.84%)
LEVEL 3:	LVL	21.99	(1.39%)	29.43%
MICROSOFT:	MSFT	29.06	(6.74%)	11.94%
RENTRAK:	RENT	16.12	2.15%	12.89%
SEACHANGE:	SEAC	7.99	(2.56%)	13.66%
SONY:	SNE	13.30	(3.41%)	(26.27%)
SPRINT NEXTEL:	S	2.62	11.97%	11.97%
TIVO:	TIVO	9.17	(1.19%)	2.23%
UNIVERSAL ELEC:	UEIC	13.06	(5.43%)	(22.58%)
VONAGE:	VG	1.70	(3.41%)	(30.61%)
YAHOO:	YHOO	15.36	(0.39%)	(4.77%)

TELCOS

AT&T:	T	33.69	0.09%	11.41%
VERIZON:	VZ	41.45	(0.19%)	3.32%

MARKET INDICES

DOW:	DJI	12454.83	0.69%	1.94%
NASDAQ:	IXIC	2837.53	2.11%	8.92%
S&P 500:	GSPC	1317.82	1.74%	4.79%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:	1.67	15.97%
2. VALUEVISION:	1.72	13.16%
3. SPRINT NEXTEL:	2.62	11.97%
4. NEW FRONTIER:	1.70	11.84%
5. CONVERGYS:	13.98	7.62%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	1.23	(22.64%)
2. BLNDER TONGUE:	1.00	(15.97%)
3. ADVANTAGE:	2.20	(9.05%)
4. MICROSOFT:	29.06	(6.74%)
5. LIBERTY INT:	17.24	(6.3%)

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CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



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EYE ON ADVERTISING

Jägermeister Parties with Cable

Jägermeister earlier this month made its U.S. TV advertising debut with a strategy steeped in tradition, rooted in cable and aimed squarely at the 21-29-year-old male demo. Networks including **FX, Spike, Comedy Central, ESPN** and **Discovery** are airing "Stronger Bond" spots, created by producer Albert Hughes and director Alastair McKevitt and featuring seven men at the top of their craft including a champion bullfighter, NASCAR pit crew chief, tattoo artist, wide receiver and big wave surfer. Tie-ins with lifestyle Web sites including **Complex** and **VICE** are also starting to pour in. Amanda Blanco, VP and Jägermeister brand manager at Sidney Frank Importing Co., tells Cathy Applefeld Olson why cable is at the nexus of the 360-degree campaign.



What were the key strategies behind the campaign?

AB: It was extremely important for the creative to capture Jägermeister's history, which is rich with legends and mythology. Jägermeister was made by hunters to strengthen their bonds and to celebrate the victory of the hunt. In this respect, the TV commercial continues on this legacy. Each of the seven men featured in the campaign was invited to the table to celebrate the bonds he has formed in his own group and also to forge new ones with other men. The spot needed to be real because the history and everything Jägermeister stands for is authentic and rooted in tradition.

Why was it key to get an acclaimed director/producer?

AB: It was critical to enlist a director and producer who were able to capture the brand's untamed edge. Albert Hughes has an amazing eye for detail; not just in his story-telling but in the look he gives his work. Strong ideas attract great talent... this was definitely true in Albert's case. He gave Jägermeister's first ever U.S. television the attention it deserves.

Do all of the men appear in every ad or are there different ads with each individual story?

AB: There is a 60-second spot featuring three of the men

at the table in addition to [bull fighter] Rob Smets. There is also a suite of 30-second spots that cover off all the men, which will be in equal rotation. Additionally, there are longer forms of content and back stories where people can learn more about the men in their own words, and discover how they earned their seat at the table. Each of these is online [on YouTube] and at www.jager.com.

Clearly you're going for the young male demographic. Why is cable the right place for the new ad campaign?

AB: While we do have a multimedia approach, cable TV is the key platform for our 2012 campaign. Cable allows us to effectively and efficiently set the brand essence and tonality of our campaign while allowing consumers to explore and understand Jägermeister's brand heritage and product qualities.

Can you elaborate on specific plans with any of these networks? Are the ads tied to specific shows?

AB: We have identified a series of connection opportunities by selecting key programming that is aligned with our brand and our consumer. We have basically created a "Stronger Bond" filter and applied it throughout our media decision process.

Were any networks involved in the process. Any integrations beyond ads running during select shows?

AB: Cable networks were not involved in the ad making process. We are currently working on several integrations/features.

Will the stories from TV continue online and/or mobile?

AB: We are inviting consumers to explore the Stronger Bond campaign online by sharing back stories of those who have earned a seat at the table through the Jägermeister YouTube Channel, the newly launched Web site and the brand's Facebook and Twitter pages. Additionally, we are partnering with some great lifestyle sites/networks like Complex and VICE with product integrations within some of VICE's original programming.

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