

CableFAX Daily™

Friday — June 1, 2012

What the Industry Reads First

Volume 23 / No. 105

Programmer Parade: Turner, Discovery Talk SVOD and Renewals

The programmers took to the investor conference circuit Thurs, tackling the effects of **Netflix** and making their case for increased affiliate fees. A decline in kids' ratings at **Nick** and other nets has been blamed (at least partly) on the streaming service. But **Turner** CEO *Phil Kent* said at the **Nomura Media Summit** that he believes it's a "marginal factor... It's happened to us. Sometimes the programming just gets tired." Just like **Cartoon** bounced back, **Viacom** will too, he said. Turner has been pretty cautious about SVOD, but Kent said the company is considering doing deals for sequential series, possibly the upcoming "Dallas" or "Falling Skies." There would not be an immediate window though. At Thurs' **Sanford Bernstein** conference, **Discovery Comm** CEO *David Zaslav* was asked how he's keeping tabs on the impact of **Amazon** and Netflix deals. While there is data about how content is consumed there, it's not extensive, he said. "The net-net is we have short-term deals because we don't know. It's going to take us awhile to understand behaviorally what is the impact of all this," he said. "We did put in an out for our deals before our renewals come, so if we saw this was going to hurt our renewal discussion or our overall viewership, we could make a change. So far, we've found Netflix to be a very good company to work with. People are really liking our content. Same with Amazon. So far, we really like this 18-month window." On the affiliate fee side, Kent was confident Turner would get "significantly more," despite low ratings at **CNN** (a 20-year low in prime for the month of May). He said several times he was "very unhappy" with CNN's numbers, chalking half of it up to a lack of breaking news in the 1st half of the year and the other half to not putting the best shows on the air (he did note that he feels "great" about *Piers Morgan* and was supportive of *Erin Burnett*). He pooh-poohed the notion that ratings have a big impact on affiliate negotiations, which was interesting given that **DISH** is threatening to drop **AMC Nets** because of what it says is low viewership among its customers. Instead of high ratings, networks, according to Kent, need to have 1 of 2 things for distributors: they need to be valuable to a lot of people enough times in the year when it really matters and/or they must have a hardcore fanbase. CNN's ratings slide hasn't come up much in deals with distributors because they know it's "absolutely essential" during times of breaking news. Discovery has 3 deals that come up at the end of this year, with the entire suite of channels coming up at once in those deals (except **OWN**). "We think we'll do very well in those negotiations. The fact that the world is changing and a lot of those providers are interested in TV Everywhere,



The advertisement features a stylized globe with silhouettes of people standing on top, forming a semi-circle. The text is arranged as follows:

- TALENT** (Large, bold, orange letters)
- everywhere* (Cursive, blue text)
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- CABLE AND TELECOMMUNICATIONS HUMAN RESOURCES ASSOCIATION (Small, blue text below CTHRA)
- HR SYMPOSIUM** (Orange text)
- Register at www.CTHRA.com (White text on orange background)
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- Best Actor in Cable
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Best Show or Series in the Following Genre

- Animals/Nature
Animated
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Documentary
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Education/Instructional
Family Friendly
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Food
Music
News
Public Affairs
Reality

- Reality Competition/ Game Show
Sci Fi
Sports
Talk Shows
Regional Program
Other: enter your best in a genre not mentioned above

Best Actor/Actress/ Host in the Following Genres

- Comedy
Drama
Family Friendly
Food
Music
News/Public Affairs

- Reality Competition/ Game Show
Sports
Talk Shows
Best Regional Program
Other: enter your best in a genre not mentioned above

Special Category:

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which we think is a very favorable platform for us... that's a positive," Zaslav said. Over as **Scripps**, it's all about **Travel Channel** right now. "To get the benefit of affiliate fees longer term, we're focused really on the ratings" at the net, said SNI evp, finance *Lori Hickok*. The goal is to make Travel another **HGTV** and **Food**. Another net going through changes at Scripps is **GAC**, which is weaning itself off an all-music format and working on a country lifestyle approach, she said.

Retrans: **Cox** and **Media General** reached a new retrans consent pact that will keep the MSO from losing the **NBC** affils in Providence, RI, and Roanoke, VA, as well as Pensacola **CBS** affil **WKRK** at 12:01am Fri. The deal was announced late Thurs afternoon. -- At our deadline, **Time Warner Cable** and **Block Comm**, which has stations in former **Insight** markets (mainly Louisville), had not reached a deal. It was looking likely TWC would lose the **Fox** and **MyNetworkTV** affils at the 12:01am Fri deadline. Recall that Block also owns **Buckeye Cablevision**, which has its own retrans saga to deal with. The operator has sued Toledo, OH, **Fox** affil **WUPW** and **Raycom Media** over their shared service agreement, reports the *Toldeo Blade*. Raycom owns **WTOL** in the market, but has a shared services agreement for **American Spirit's** WUPW. The lawsuit asks the court to declare that WTOL and WUPW are separate entities, and that Buckeye Cablevision's contract with Raycom does not mean that it must pay the same fee to broadcast WUPW's signal as it does WTOL's, the Blade reported.

Broadband Adoption: FCC chmn *Julius Genachowski* was in San Diego Thurs to announce the Connect2Compete pilot program in San Diego. It's designed to test key elements of the national broadband adoption initiative set to launch across the country this fall. The pilot started in early May and runs through June 30 across 6 San Diego school district (56 schools; 39K students). It features \$9.95/month broadband service from **Cox**. **GoodPC** is offering either a \$150 laptop or desktop with LCD monitor. Qualifying families must have at least 1 student enrolled in the free school lunch program and not be a current Cox broadband sub or have an overdue bill with the MSO. The nationwide program will launch phase 1 this fall, and expand to all 50 states in Jan. In Jan, a 3-year long **Ad Council** campaign will begin promoting digital literacy training and broadband adoption for all Americans in English and Spanish. The **Carlos Slim Foundation** has committed to support bilingual marketing of the campaign, announcing a \$3mln donation to Connect2Compete. 7

Acting Drama: **History's** historic miniseries ratings come at the same time that the **Academy of Television Arts & Sciences** announced it would merge the leading and supporting acting categories for movies and miniseries into 1 long-form programming category. The move is bad news for cable because it shrinks its chances at Emmy statues. Starting with the '13 awards, each of the 2 long-form acting categories will have 6 nominees, compared with 5 each when there were 4 categories—thus cutting the nominations to 12 from 20. The change follows last year's move to combine the outstanding movie and miniseries nominees into 1 category. "The continued consolidation of the movies and miniseries categories will unnecessarily deny award-worthy films and performances from receiving their proper recognition," said **Lifetime Nets** evp, programming *Rob Sharenow*. As for History's "Hatfields & McCoys" miniseries, it managed to gain viewers on night 3, delivering 14.3mln total viewers. That makes it the #1 entertainment telecast of all time on ad-supported cable. Night 1 averaged 13.9mln and night 2 had 13.1mln, making them the 2nd and 3rd most-watched entertainment telecasts.

5Qs with Destination America svp, content strategy Marc Etkind: (*Destination America has arrived, with Planet Green rebranding as the Americana-focused net on Mon. New series "BBQ Pitmasters" and "Fast Food Mania" bow Sun at 9pm and 10pm, respectively.*) **You joined Planet Green from Animal Planet in Sept. Did you know immediately that it would become Destination America?** Pretty quickly. We realized Planet Green wasn't satisfying the audience, and we were looking for an alternative. It just seems like the United States resonates with people. I kept drawing on some of my own personal memories—thinking about my own grandfather, who had come to America as an immigrant, and had taken his family on a roadtrip across America and what it meant to my father. My father took me on that same trip. Pretty quickly it crystallized into this idea of Destination America, the only network about the people, places and stories of America. **There have been some comparisons to Travel Channel. Would you say it helps to fill a vacancy since Travel left the Discovery fold?** What I like about Destination America is that while it includes food and travel, it is such a broader canvas and has a deeper connection to people. This company having experience at food and travel helped us get here, but we think this idea is much broader and much bigger. In fact, the ironic thing is it's so much bigger and broader and even better that Travel Channel is now trying to mimic us. **Travel recently announced a Destination Summer program-**

BUSINESS & FINANCE

ming stunt, which does sound similar in name and content. Does this signal that you 2 will be heated competitors? Imitation is the sincerest form of flattery... I personally don't think we're competitors because I think our idea is much broader. We've done a lot of research on the audience and this idea of the American character... There is something deeper about who we are as Americans, this idea about going West, this idea about looking back at our roots, all of that is so much deeper than a simple travel channel. **It seems like there would be a lot of opportunities for local market partnerships.** Oh, yeah. There are potential partnerships with advertisers, govt agencies and in local markets with affiliates. We have a partnership with the National Park Foundation... We recently did some PSAs with some governors and senators. What could be more natural than hearing from the best promoters of their own state about why people should [visit]. **Your favorite destination in America?** In college, 1 friend went to Paris for his semester abroad. Another friend went to London, and another Germany. I took my semester abroad in Arkansas. There's a town called Fox that I really like. There's a town nearby called Mountain View, which is the county seat. It's a great place to visit.

Editor's Note: Don't forget about your **CableFAX** Program Awards entries! Fri, June 1, is the deadline: <http://www.cablefax.com/cfp/events/program2012/>

CableFAX Daily Stockwatch

Company	05/31 Close	1-Day Ch	Company	05/31 Close	1-Day Ch
BROADCASTERS/DBS/MMDS			CLEARWIRE: 1.21 0.01		
DIRECTV:	44.45	(1.29)	CONCURRENT:	4.07	0.07
DISH:	28.04	(0.43)	CONVERGYS:	13.95	(0.12)
DISNEY:	45.71	0.51	CSG SYSTEMS:	16.50	(0.14)
GE:	19.09	0.05	ECHOSTAR:	27.97	0.15
NEWS CORP:	19.40	(0.19)	GOOGLE:	580.86	(7.37)
MSOS			HARMONIC:	4.39	0.10
CABLEVISION:	11.44	0.01	INTEL:	25.84	(0.29)
CHARTER:	62.70	(0.49)	JDSU:	10.15	0.15
COMCAST:	28.91	(0.04)	LEVEL 3:	21.23	(0.25)
COMCAST SPCL:	28.72	(0.02)	MICROSOFT:	29.19	(0.15)
GCI:	6.34	0.06	RENTRAK:	16.20	(0.01)
KNOLGY:	19.51	(0.05)	SEACHANGE:	8.09	0.09
LIBERTY GLOBAL:	46.20	(0.28)	SONY:	13.24	0.21
LIBERTY INT:	16.76	(0.19)	SPRINT NEXTEL:	2.57	(0.01)
SHAW COMM:	19.08	0.08	TIVO:	8.54	(0.42)
TIME WARNER CABLE:	75.40	(0.43)	UNIVERSAL ELEC:	13.10	0.08
VIRGIN MEDIA:	22.03	(0.46)	VONAGE:	1.83	0.04
WASH POST:	348.82	(0.18)	YAHOO:	15.24	(0.01)
PROGRAMMING			TELCOS		
AMC NETWORKS:	38.59	0.43	AT&T:	34.17	0.33
CBS:	31.92	0.38	VERIZON:	41.64	0.22
CROWN:	1.47	UNCH	MARKET INDICES		
DISCOVERY:	50.10	(0.11)	DOW:	12393.45	(26.41)
GRUPO TELEVISA:	18.99	(0.26)	NASDAQ:	2827.34	(10.02)
HSN:	38.90	(0.24)	S&P 500:	1310.33	(2.99)
INTERACTIVE CORP:	44.92	(0.25)			
LIONSGATE:	13.32	0.47			
LODGENET:	1.55	0.07			
NEW FRONTIER:	1.73	0.01			
OUTDOOR:	6.58	0.13			
SCRIPPS INT:	54.77	0.20			
TIME WARNER:	34.47	(0.03)			
VALUEVISION:	1.74	(0.01)			
VIACOM:	52.80	(0.3)			
WWE:	7.88	0.03			
TECHNOLOGY					
ADDVANTAGE:	2.15	(0.04)			
ALCATEL LUCENT:	1.57	(0.05)			
AMDOCS:	28.75	(0.13)			
AMPHENOL:	53.19	(0.08)			
AOL:	27.43	0.25			
APPLE:	577.73	(1.44)			
ARRIS GROUP:	12.33	(0.01)			
AVID TECH:	7.14	0.05			
BLNDER TONGUE:	1.03	0.03			
BROADCOM:	32.35	0.16			
CISCO:	16.33	(0.06)			

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PROGRAMMER'S PAGE

Giving Reality a Good Name...

Let's all just face it: Reality TV has gotten a bad name. And unfortunately for all of us, some of the highest rated reality fare is the lowest brow junk. It's gotten so bad that people have started using terms like "unscripted" and "docu-series" just to try to run screaming from the reality crapfest out there. Notice I'm not naming names. That's because there's plenty of blame to go around. But alternatives do exist. **Style** set itself apart a couple years ago with the poignant and respectful "Ruby," and now the same exec producer *Gay Rosenthal* is stepping it up once again on **Sundance Channel** with the groundbreaking "Push Girls" (premieres June 4) about 4 paralyzed (and beautiful) young women making their way in perfection-obsessed L.A. The result will probably surprise you. Sure, their circumstances are tragic: 3 car accidents and a spinal aneurysm. But this isn't a woe-is-me fest. In fact, take away the wheelchairs, and this would be just another story about 4 best friends pursuing goals with gusto and tearing up the town. "The biggest thing for me was to go out there and to remind others, as long as you don't forget who you are inside, you can just outdo and overcome any obstacle, whatever gets in your way, and live life to the fullest," said push girl *Angela Rockwood Nguyen* at the last **Television Critics Assn** tour. "And I think the common denominator with us is, yeah, our wheelchairs—but it's not about the wheelchair, it's about our spirit, and how we just live life to the fullest." And while that kind of depth permeates the show, no one dwells on it. These are just 4 soulmates giving as good as they get. Consider one of many fun TCA interactions: *Auti Angel* recalled meeting Nguyen in the hospital, noting that "she was in this chair like this, with this awesome Mohawk, and I was like 'Wow, you're hot.'" *Tiphany Adams* interrupted with, "They had to cut her hair because of the accident. She wasn't rocking the Mohawk," to which Nguyen quickly interjected, "I was rocking the Mohawk. What are you talking about?" Get to know the Push Girls. You won't be sorry. *MG*

Reviews: "Hemmingway & Gellhorn," Sat, 1:15pm, Thurs, 2pm, **HBO**. Viewers will forget this overview of *Ernest Hemmingway* and *Martha Gellhorn's* torrid love affair is a TV movie, with *Nicole Kidman* dominating the screen and **HBO's** excellent production values. While the script lacks the cast's star power, the history-filled plot might resuscitate interest in Gellhorn's remarkable life. -- "Longmire," premiere, Sun, 10pm, **A&E**. In TV, nothing succeeds like success, so here's yet another quirky-law-enforcement-official- in-a-cowboy-hat series. Like **FX's** "Justified," "Longmire" springs from literature, yet the pilot lacks *Justified's* energy, although Aussie *Robert Taylor* as Longmire and *Katee Sackhoff* make it entertaining. -- "Adam Richman's Best Sandwich in America," Wed, 9pm, **Travel**; "BBQ Pitmasters," Sun, 9pm, **Destination America**; and "Fast Food Mania," Sun, 10pm, DA. Richman's is the class of the 3, although watching him stuff sandwiches large enough to choke an island nation can spike your cholesterol. "Pitmasters" is **Destination America's** 1st original and not only is a cook-off, but also provides useful BBQ tips. "Fast Food" chronicles eateries like KFC, White Castle and Dominos. -- "Reel Crime/Real Story: Selena," Tues, 10pm, **Investigation Discovery**. A detailed re-telling of Selena's murder; *Erin Brokovich* hosts.

Basic Cable Rankings (4/30/12-5/27/12)			
Mon-Sun Prime			
1	TNT	2.6	2527
2	USA	2	2001
3	DSNY	1.5	1509
3	HIST	1.5	1437
5	FOXN	1.3	1320
5	TBSC	1.3	1271
7	ESPN	1.2	1207
8	FX	1	999
8	DSE	1	69
10	A&E	0.9	918
10	ADSM	0.9	908
10	HGTV	0.9	854
10	NKJR	0.9	635
14	FOOD	0.8	843
14	SYFY	0.8	830
14	DISC	0.8	759
14	FAM	0.8	735
14	BRAV	0.8	722
14	NBCS	0.8	602
20	AMC	0.7	721
20	TLC	0.7	709
20	LIFE	0.7	704
20	TRU	0.7	666
24	TVLD	0.6	614
24	SPK	0.6	607
24	NAN	0.6	597
24	CMDY	0.6	591
24	MSNB	0.6	567
24	BET	0.6	532
24	LMN	0.6	516
24	ID	0.6	501
32	MTV	0.5	534
32	APL	0.5	523
32	VH1	0.5	470
32	HALL	0.5	452
36	EN	0.4	405
36	NGC	0.4	331
36	OXYG	0.4	308
36	NKTN	0.4	229
40	CNN	0.3	339
40	TRAV	0.3	304
40	HLN	0.3	297
40	ESP2	0.3	263
40	SPD	0.3	243
40	DXD	0.3	238
40	OWN	0.3	229

*Nielsen data supplied by ABC/Disney



Call for Entries!

Entry Deadline: June 1, 2012

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