

CableFAX Daily™

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What the Industry Reads First

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Up, Up & Away: GMC Flips the Switch to Up

It has been a long time since **GMC** was known as Gospel Music Channel, leaving some head-scratching over just what the letters G-M-C were supposed to represent. (Hint: it's not trucks and vans) The network knew it was time for a new moniker, but it didn't need a rebrand, with execs feeling its home as a place for uplifting programming was well established. Enter **UP**, GMC's new name which debuts at 12:01 am ET Sat. "We probably have been looking it for the last year and a half," said *Wendy McCoy*, svp of marketing for the net. "Finally, our president one day a couple months ago [had] a light bulb go off. It's sitting right here looking at us in the face. We all rallied around it immediately. We're keeping our tag, keeping our brand. It's just a natural evolution of where we've been." So fitting was UP, the net ended up accelerating the name change to June 1 from Sept 1. McCoy stresses that it's a rename, not a rebrand, with the channel keeping its "Uplifting Entertainment" tagline. Back in Feb, the net started pulling back some on GMC, and focusing more and more on the tagline, she said. Some non-traditional elements to the renaming campaign have included in-video spots in elevators (those going up and down) and marketing on the mobile and online game Words with Friends. "UP is so playful and fun, we wanted to be in some unexpected places with it," McCoy said. GMC is also working with affiliates, including **Time Warner Cable** with UP's "Summer UP" promotion. The MSO is involved in an online partnership to promote new original series "Family Addition with *Leigh Anne Tuohy*." "Similar to 'cowboy up' or 'man up,' we want people to 'Summer UP' with us and cut loose and have some fun," McCoy said. "We're going with a message of 'Same Uplifting Network, Brand New Uplifting Name.'"

CBS: Approx 2 months after **CBS** acquired 50% of **TVGN**, formerly **TV Guide Network**, the broadcaster announced it has wholly acquired **TV Guide Digital**, including TVGuide.com and TV Guide Mobile assets. Under the terms, CBS purchased the remaining 50% stake in TV Guide Digital shares from **Lionsgate**, which reportedly bought TV Guide for \$225mln in '09 and later sold **One Equity** a 49% stake. CBS and Lionsgate's 50/50 partnership for TVGN, will continue, CBS said. As part of the deal, TVGuide.com and the TV Guide Mobile apps will be absorbed into **CBS Interactive's** tech, games and lifestyle group, which also runs TV.com. Formed in '06,

McDowell Speaks: Former **FCC** commish *Robert McDowell* told a **Hudson Institute** event audience that it could be 4Q before a new chair and his replacement are seated, dashing hopes of a speedy spectrum auction. Meanwhile, broadcasters who vacated their old spectrum could file an injunction to block the auction if they don't like their new spectrum, he noted. McDowell's advice for the FCC on the auction: "Don't try to show how smart you are by making it complicated... Keep it simple." Though the FCC initially targeted releasing 120Mhz from the auction, it might only free up 60MHz because of spectrum coordination issues with Mexico and Canada, McDowell said.

Retrans: **Time Warner Cable** and **LIN** reached a deal for continued carriage Fri. Their retrans contract had been on track to expire at 5pm ET on Fri. LIN had been warning viewers in Buffalo, Austin and other markets of a potential blackout.



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In the Courts: The 5th Circuit affirmed a district court's decision to reject Nextstar's challenge to Time Warner Cable's importation of its signals earlier this year to subs in Hearst markets during a blackout (Cfax, 7/18). The broadcaster had accused the MSO of violating the retrans deal. It also sought a preliminary injunction and a temporary restraining order.

More Clearwire: Clearwire delayed its shareholder vote on merger proposals, again, after DISH raised its bid that topped Sprint's offer. Clearwire said it's reviewing DISH's offer, and shareholders will now meet on June 13.

Programming: AMC's "The Killing: Story Sync," a 2nd screen interactive program, will debut with the premiere of the 3rd season on Sun.

5Qs with WEtv pres. gm Kim Martin: With WEtv's well-known "Bridezillas" final season premiering Fri (May 31) night, we caught up with the head of the women's net to see where it's headed. **Why end the series now?** WEtv started the wedding/reality genre all these years ago. In fact, the term Bridezillas has become a part of the cultural lexicon. We've had a series that's lasted 10 years. It's been very successful, but we feel like it's just kind of run its course. **Does it signal a new direction for WE?** We're in the midst of a very successful 2Q. We have had success outside the wedding space as well. "Braxton Family Values," "Jill Knows Best." As we sit here today in 2Q, our viewership is up 24% with women 25-54, and 22% with women 18-49. None of those are tied to bridal programming. We've tried to evolve the programming in lock-step with what women are looking for. **On Fri, you are debuting "Marriage Boot Camp: Bridezillas," the first-ever spinoff of "Bridezillas." Why have you waited so long to spin it off?** We have kicked around many ideas over the years, but it seemed every idea paled in comparison in terms of the viewership opportunity. It's tough to compete with the concept and drama in the show. A production company came and pitched "Marriage Boot Camp," and one of our own employees came up with the idea of a Bridezillas version. It's the evolution of a wedding show. But it's a franchise we can adapt and evolve to cover other marriage categories, like celebrities. **There's a lot of rancor over programming negotiations, particularly over bundling. As a sibling to AMC, what's your take?** We have tried to maintain great working relationships. Of course, there is always a little bit of acrimony on those rare occasions when you have to go in and do negotiations. But for the most part, we're on the same side of the table with our distributors because we're both committed to providing good quality content to consumers. WEtv has its biggest summer coming up. We're right at doubling the amount of originals. That's what consumers are looking for, and that's what distributors are paying for. **You're being inducted into the Cable Pioneers on June 9. How would you say the industry has evolved?** It's an honor, and I'm humbled. I'm so honored because first, I chose the cable industry vs many of the other industries that were available when I was graduating from college. I have been in this industry for well over 20 years. I have a lot of great friends and colleagues and former bosses that I will always be indebted to. And the industry has evolved. When I first came to cable, the best shows on TV were on broadcast. Fast forward to today, the best shows on television are on cable, the highest-rated show on television is a cable show. That line between broadcast and cable has really disappeared. It's been a real exciting time to be in the industry.

ACA: Any 911 reliability mandates should be applied to an "appropriately circumscribed class of direct 911 service providers" instead of providers not directly serving Public Safety Answering Points (PSAPs), ACA said in its reply comments related to the FCC's NRPM on improving 911 reliability.

People: NUV0tv named sales vet Chris D'Ablemont vp, new business development ad sales, a newly created position.

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CableFAX Week in Review

Company	Ticker	5/31 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	61.19	(4%)	21.99%
DISH:	DISH	38.54	(2.01%)	5.88%
DISNEY:	DIS	63.08	(3.68%)	26.69%
GE:	GE	23.32	(0.89%)	11.10%
NEWS CORP:	NWS	32.24	(3.04%)	22.87%
MSOS				
CABLEVISION:	CVC	15.12	(1.43%)	1.20%
CHARTER:	CHTR	112.00	(0.75%)	46.90%
COMCAST:	CMCSA	40.16	(4.26%)	7.51%
COMCAST SPCL:	CMCSK	38.83	(3.12%)	8.10%
GCI:	GNCMA	8.69	(4.03%)	(9.44%)
LIBERTY GLOBAL:	LBTYA	73.70	(2.46%)	17.06%
LIBERTY INT:	LINTA	22.45	(2.26%)	14.08%
SHAW COMM:	SJR	22.30	(2.53%)	(2.96%)
TIME WARNER CABLE:	TWC	95.51	0.51%	(1.73%)
VIRGIN MEDIA:	VMED	49.66	(1.29%)	35.13%
WASH POST:	WPO	467.23	(1.38%)	27.93%

PROGRAMMING				
AMC NETWORKS:	AMCX	64.02	(2.85%)	29.33%
CBS:	CBS	49.50	(2.46%)	30.09%
CROWN:	CRWN	2.05	1.99%	10.81%
DISCOVERY:	DISCA	78.87	(0.83%)	24.24%
GRUPO TELEVISA:	TV	26.08	0.73%	(1.88%)
HSN:	HSNI	56.89	0.23%	3.29%
INTERACTIVE CORP:	IACI	48.48	(4.44%)	2.62%
LIONSGATE:	LGF	28.80	2.64%	75.61%
SCRIPPS INT:	SNI	67.36	(2.09%)	16.30%
STARZ:	STRZA	23.08	1.41%	0.00%
TIME WARNER:	TWX	58.37	(1.54%)	22.04%
VALUEVISION:	VTV	5.05	6.99%	180.56%
VIACOM:	VIA	67.10	(4.13%)	23.64%
WWE:	WWE	9.74	4.96%	23.45%

TECHNOLOGY				
ADVANTAGE:	AEY	2.25	(0.72%)	13.25%
ALCATEL LUCENT:	ALU	1.68	25.37%	20.86%
AMDOCS:	DOX	35.70	(0.31%)	5.03%
AMPHENOL:	APH	77.90	(0.56%)	20.40%
AOL:	AOL	34.66	(4.17%)	17.06%
APPLE:	AAPL	449.74	1.03%	(15.49%)
ARRIS GROUP:	ARRS	15.13	(2.64%)	1.27%
AVID TECH:	AVID	6.38	(6.31%)	(15.83%)
BLNDER TONGUE:	BDR	1.06	11.58%	(7.83%)
BROADCOM:	BRCM	35.91	(1.86%)	8.13%
CISCO:	CSCO	24.11	2.49%	22.72%
CLEARWIRE:	CLWR	4.48	30.99%	55.02%
CONCURRENT:	CCUR	7.54	0.40%	31.36%
CONVERGYS:	CVG	18.17	(0.11%)	10.73%
CSG SYSTEMS:	CSGS	21.63	4.24%	18.98%
ECHOSTAR:	SATS	39.71	2.93%	16.04%
GOOGLE:	GOOG	871.22	(0.24%)	23.16%
HARMONIC:	HLIT	6.10	0.00%	20.32%
INTEL:	INTC	24.28	(0.9%)	17.75%
JDSU:	JDSU	13.62	4.21%	0.89%
LEVEL 3:	LVT	21.43	(1.92%)	(7.27%)

Company	Ticker	5/31 Close	1-Week % Chg	YTD %Chg
MICROSOFT:	MSFT	34.90	1.84%	30.66%
RENTRAK:	RENT	23.14	2.94%	18.73%
SEACHANGE:	SEAC	10.76	(1.65%)	11.27%
SONY:	SNE	20.15	(3.86%)	79.91%
SPRINT NEXTEL:	S	7.30	(0.41%)	28.75%
TIVO:	TIVO	12.94	0.23%	5.12%
UNIVERSAL ELEC:	UEIC	26.70	0.07%	37.98%
VONAGE:	VG	2.74	1.48%	15.61%
YAHOO:	YHOO	26.30	(0.11%)	32.16%

TELCOS				
AT&T:	T	34.99	(4.79%)	3.80%
VERIZON:	VZ	48.48	(5.66%)	12.04%

MARKET INDICES				
DOW:	DJI	15115.57	(1.23%)	15.35%
NASDAQ:	IXIC	3455.91	0.14%	14.84%
S&P 500:	GSPC	1630.74	(1.14%)	14.34%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CLEARWIRE:	4.48	30.99%
2. ALCATEL LUCENT:	1.68	25.37%
3. BLNDER TONGUE:	1.06	11.58%
4. VALUEVISION:	5.05	6.99%
5. WWE:	9.74	4.96%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. AVID TECH:	6.38	(6.31%)
2. VERIZON:	48.48	(5.66%)
3. AT&T:	34.99	(4.79%)
4. INTERACTIVE CORP:	48.48	(4.44%)
5. COMCAST:	40.16	(4.26%)

CableFAX PROGRAM AWARDS

Sponsorship Opportunities: Amy Abbey at aabbey@accessintel.com
Entry Questions: Mary Lou French at 301.354.1851 or mfrench@accessintel.com

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.

