

# CableFAX Daily™

Friday — June 7, 2013

What the Industry Reads First

Volume 24 / No. 110

## FX Exchange: Landgraf Talks Sr Management, Distribution, Password Sharing

Just because *John Landgraf* was promoted to CEO of **FX Networks**, don't get any ideas that he'll start running a fiefdom over there. Repeatedly during a press conference Thurs, Landgraf said he wanted to FX Nets to "remain boutique," with execs throwing around adjectives like "scrappy" and "indie." And he's not going to roll out the standard programming structure and put individual execs in charge of **FX**, **FXX** and **FXM**, instead naming *Nick Grad* and *Eric Schrier* both as presidents of original programming for FX Nets and **FX Productions**, overseeing all original programming for the 3 nets. *Chuck Saftler* was upped to pres, program strategy and COO, FX Nets, with him overseeing programming strategies for all the nets. "I just don't believe in those kind of structures," he said, referring to separate pres/gm posts for each channel. "I don't want Nick's intellect, creativity and administrative ability to be focused on one channel, and Eric to be focused on another." Grad previously served as evp, original programming and dev for FX. Schrier formerly was evp, FX Productions and head of series development for FX, while Saftler was evp, FX Nets and gm, FXM. FXX, launching in Sept, is the net's 1st original series, an animated show from the creative teams behind "Eastbound & Down" and "Archer." It will join "It's Always Sunny in Philadelphia" and "The League," which are moving from FX. Sounds like *Russell Brand* late night show "Brand X" will be canned in favor of "Totally Biased with *W. Kamau Bell*," which moves to 5 nights/week at the new net. FXX is aimed at 18-34s, while FX is 18-49. "I don't think we have a magic formula of this is going to be on FXX," Grad said. Schrier add that, "when we're buying, we're buying for FX Networks as a group of networks and through the development process figuring out what the best show is and then figuring out where it best fits." As far as FXX distribution, Landgraf still expects it to reach about 71mln homes at launch. Given that FX is in 99mln homes, he acknowledged that there will be some frustration if an "Always Sunny" fan's MVPD doesn't carry the new channel, but is hopeful FXX's distribution "relatively rapidly ramps up." In the fall, TV Everywhere app **FXNOW** launches, offering linear streams of the 3 nets as well as next-day, on-demand viewing of original programs and 40-60 movies (subs will only get the channels they receive in their MVPD packages). TVE can invite password sharing among those who don't have cable (**HBO Go** is a prime example). FX has some mixed feelings over it. There is no "entry level, Kia or Hyundai" video package for young people in college or just coming out of college when it comes to video subscriptions, Landgraf said. "We'd obviously like each person to consume their content to be actually paying for it because that's how we pay the talent and that's the way we actually make it," he said. "But on the other hand, you kind of need young people and people who can't necessarily afford access to the content to gain access because how else are they going to fall in love with shows?" He later explained to us that he'd rather have them share passwords, particularly from their parents, rather than pirate programming or lose interest entirely in the subscription TV model. The idea is that when they can, they'll want to join the world of paying multichannel customers. At least that's the bet today...



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## Sales Hall of Fame



**Greg D'Alba**, Turner Broadcasting System



**Steve Gigliotti**, Scripps Networks Interactive



**Cathy Hetzel**, Rentrak



**Alan Klein**, IFC/Sundance Channel

## Sales Executive of the Year Award Finalists

### Affiliate Sales Person of the Year

- ▶ Becky Jones, Viamedia
- ▶ John Malkin, NFL Network
- ▶ Chris Ozminkowski, BBC Worldwide Americas
- ▶ Eric Phillips, Discovery Communications
- ▶ Mark Romano, Outdoor Channel

### Affiliate Sales Person of the Year (Below VP Level)

- ▶ Destini McKnight, NBCUniversal, Inc.
- ▶ Takashi Nakano, Scripps Networks Interactive

### Affiliate Sales Team

- ▶ Disney/ESPN
- ▶ NBCUniversal
- ▶ RLTV
- ▶ Outdoor Channel

### National Sales Team of the Year

- ▶ ASPIRE
- ▶ Comcast
- ▶ Ovation
- ▶ Turner Broadcasting Systems

### Outside the Box Award

- ▶ Scripps Networks Interactive

### Rookie of the Year

- ▶ Hunter Thomson, Scripps Networks Interactive

### Sales Person of the Year (Below the VP Level)

- ▶ Kimberley Craig, NBCUniversal

### Sales Person of the Year (Above the VP Level)

- ▶ Vanessa Benfield, AMC Networks
- ▶ Melissa Drucker and Peter Wright, BBC America
- ▶ Chris Gilpatric, NBCUniversal
- ▶ Liz Janneman, Ovation
- ▶ Susan Leigh, Scripps Networks Interactive
- ▶ Bill Morningstar, MLB Network
- ▶ Michael D. Smith, HSN

**Register Today:**  
**June 24**  
**8:30 – 10:30 am**  
**Grand Hyatt, NYC**

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# Award Breakfast June 24

## Marketer of the Year

- ▶ Tom Carr - TLC
- ▶ Becky Jones - Viamedia
- ▶ Courtney Monroe - National Geographic Channel
- ▶ Jane Olson - Oxygen Media
- ▶ Scott Pruitt - Time Warner Cable Sports

## PR Executive of the Year

- ▶ Chris Albert - National Geographic Channel
- ▶ Paul Capelli - QVC
- ▶ Leslie Furuta - TVGN
- ▶ Maureen Huff - Time Warner Cable
- ▶ Anita Lamont - Charter
- ▶ Dan Silberman - A&E Television Networks

## Marketing Team of the Year

- ▶ A&E Television Networks
- ▶ FX
- ▶ HBO
- ▶ Time Warner Cable Sports

## PR Team of the Year

- ▶ Animal Planet
- ▶ Bravo Media
- ▶ IFC

## Advertising Campaign for a Network

- ▶ Cartoon Network 20th Birthday
- ▶ Sportsman Channel - United Sportsmen of America
- ▶ Sprout/Brita Campaign- Kangaroo Obstacle Course
- ▶ Time Warner Cable Sports Launch
- ▶ TLC Summer Red Door Campaign

## Advertising Campaign for a Single Program

- ▶ A&E - Storage Wars Season 3
- ▶ HBO - Game of Thrones Season 2
- ▶ Sportsman Channel - Aporkalypse Now
- ▶ Sundance Channel's Push Girls
- ▶ SyFy - Face Off Season 3 Launch
- ▶ The History Channel - Hatfields & McCoys
- ▶ TLC - Long Island Medium Season 3

## Community Relations/Corporate Social Responsibility

- ▶ HBO - The Weight of the Nation: An Unprecedented Public/Private Health Awareness Campaign
- ▶ Sportsman Channel - Hunt.Fish.Feed.
- ▶ The History Channel - Mankind Connected

## Direct Response Marketing

- ▶ A&E Television Networks - Christmas Mailer
- ▶ INSP Launches in Chicago

## Integrated Marketing Campaign

- ▶ Destination America's transition from Planet Green to Destination America
- ▶ Fuse and Scope "Courage Encouraged" at the 2012 Voodoo Music and Arts Experience
- ▶ HBO - Boardwalk Empire Season 3
- ▶ The History Channel - Hatfields & McCoys
- ▶ Sportsman Channel - United Sportsmen of America
- ▶ Sundance Channel's Push Girls
- ▶ Time Warner Cable Sports Launch
- ▶ WE tv 2012-2013 Upfront Materials and Trade Campaign

## Marketing Campaign - Distributor

- ▶ Bright House Networks - Hello Friend Campaign
- ▶ Gray, Kirk/VanSant - Shentel Branding Campaign "Always Connected To You"
- ▶ Ogilvy & Mather New York/Time Warner Cable - Enjoy Better

## Marketing Campaign - Programmer

- ▶ A&E - Storage Wars Season 3
- ▶ Discovery Communications - Destination America's transition from Planet Green to Destination America
- ▶ Fuse Presents Funny or Die's Billy on the Street
- ▶ Hallmark Channel - Countdown to Christmas Campaign 2012
- ▶ The Hub TV Network - "My Little Pony Friendship is Magic" Royal Wedding
- ▶ Sundance Channel's Push Girls
- ▶ Time Warner Cable Sports Launch
- ▶ TV One - TV One Rebrand

## Marketing of a Continuing Series

- ▶ A&E - Duck Dynasty Season 2
- ▶ Cartoon Network - Adventure Time: Season 4
- ▶ Destination America - BBQ Pitmasters Season 3
- ▶ HBO - Game of Thrones Season 2
- ▶ The History Channel - Swamp People Season 3
- ▶ SyFy - Face Off Season 3 Launch

## Marketing of a New Series or Show - Large Network

- ▶ Cartoon Network - DreamWorks Dragons: Riders of Berk
- ▶ The History Channel - Hatfields & McCoys
- ▶ ION Television - WWE Main Event
- ▶ Oxygen Media - Oxygen's The Face
- ▶ Sundance Channel's Push Girls
- ▶ TLC - Here Comes Honey Boo Boo
- ▶ WE tv - Kendra on Top

## Marketing of a New Series or Show -Small Network

- ▶ FEARNet's "Holliston" Season 1
- ▶ Sportsman Channel - NRANews Cam & Co.

## Marketing of a Special or Documentary/ Documentary Series

- ▶ Cartoon Network's Stop Bullying: Speak Up
- ▶ Investigation Discovery - Scorned: Love Kills Series Launch
- ▶ TLC - Breaking Amish Launch

## Media Event

- ▶ Comcast Celebrates Minority-Owned Networks at the Newseum
- ▶ Hallmark Channels - TCA Press Dinner at Huntington Library & Gardens
- ▶ Showtime - Homeland Premiere at the Intrepid Sea, Air & Space Museum
- ▶ 2012 Time Warner Cable Sports Launch Event

## Media Relations Campaign

- ▶ Big Ten Network - BTN Big 10K
- ▶ E! - Chelsea Lately
- ▶ National Geographic Channel - Killing Lincoln
- ▶ NUVOTV - Announcement of Jennifer Lopez Partnership
- ▶ Oxygen Media - Oxygen's The Face
- ▶ QVC - Redefining the Future of Retail
- ▶ The Weather Channel Names Winter Storms

## Multicultural Marketing

- ▶ International Media Distribution and Time Warner Cable NY/NJ -Mediaset Italia Holiday Gift with Purchase Campaign
- ▶ Time Warner Cable - Global Penny Phone Plan
- ▶ Time Warner Cable NYC Fall 2012 Nexos Latinos Magazine; created and published by Eclipse Marketing Services, Inc.

## PR Stunt

- ▶ Cisco opens Imagine Park with... why yes, a flash mob!
- ▶ HBO - Veep Motorcade
- ▶ The History Channel - Swamp in the City
- ▶ ION Television - "Your Home for the Holidays" Mobile Gingerbread House Stunt
- ▶ Sundance Channel's Push Girls

## Press Kit

- ▶ A&E Television Networks - Bates Motel Viewfinder Tease Kit
- ▶ A&E Television Networks - Chia Willie
- ▶ The History Channel - Hatfields & McCoys
- ▶ National Geographic Channel - Domsday Preppers
- ▶ Ogilvy & Mather New York/Time Warner Cable - Victor Cruz Pro Bowl

## Programming Stunt

- ▶ Discovery Communications - 14 Nights of Firepower: Military Channel Olympic Stunt
- ▶ Investigation Discovery - ID Soap Block: "Days of or Knives" Daytime Stunt
- ▶ Sportsman Channel - Attack of the Bass!
- ▶ TLC - All New New Year

## Public Affairs Campaign

- ▶ Discovery US Hispanic - Discovery Familia's Escucha tu Corazon
- ▶ USA Network - 2012 USA Characters Unite

## Social Media During a Program

- ▶ A&E Television Networks - Duck Dynasty Season 2: On Air Integration
- ▶ Bravo Media - Real Housewives of Atlanta: The Social Edition
- ▶ ESPN - NFL Countdown Twitter Voting
- ▶ ESPN - SportsNation Halo4 Bowl
- ▶ Turner Broadcasting System - Conan Sync App
- ▶ USA Network - Psych Slumber Party
- ▶ WE tv Sync

## Social Media Marketing

- ▶ A&E - Duck Dynasty Season 2: On Air Integration
- ▶ Bravo Media - Around the World in 80 Plates
- ▶ ESPN - So Disrespectful
- ▶ Hallmark Channel - Countdown to Christmas Campaign Holiday 2012
- ▶ HBO - Game of Thrones Season 2: Pledge Your Allegiance
- ▶ HBO - True Blood Season 5 Makers Day
- ▶ Time Warner Cable Sports - "One Home. One Goal" campaign

## Sweepstakes and Games Marketing

- ▶ Brand Connections/VH1 - Mob Wives Season 2 "Swear Jar" Sweepstakes
- ▶ Fuseideas/Nat Geo/DirecTV - Domsday Preppers Apocalypse Match-Up
- ▶ Hallmark Channel - Santa-riffic Sweepstakes & Scavenger Hunt

## Tchotchke

- ▶ A&E - Chia Willie
- ▶ International Media Distribution - Music is the International Language - 2013 Calendar and CD
- ▶ National Geographic Channel - Domsday Preppers Sex on the Beach
- ▶ Time Warner Cable - Chinese New Year Couplet

## Trade Show Marketing/PR

- ▶ Cox/Cisco - 2nd-Screen App/EPG Event at CES 2013
- ▶ ESPN 3D Viewing Party at CES
- ▶ HBO - Game of Thrones at Comic-Con
- ▶ HBO - True Blood at Comic-Con
- ▶ INSP Independent Show 2012 (NCTC)

The winners will be announced during the June 24th awards breakfast at the Grand Hyatt in New York City.

To register for the event, visit [www.CableFAX.com/events](http://www.CableFAX.com/events)

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**Just Say YES:** Longtime **YES** man *Ray Hopkins* is leaving his COO post in the coming weeks to join **CBS** as pres, TV Nets Distribution. He'll report to newly promoted COO *Joseph Ianniello*, working with him to secure retrans and affiliate deals for the CBS O&Os, **Showtime**, **TVGN** and other CBS cable nets. The move comes as **News Corp**, which bought a 49% stake in YES last fall, takes over the lead role in future affiliate distribution negotiations. Hopkins tells us YES has no large deals to renew in the near term. The same can't be said for his new job, with *Variety* reporting that **Time Warner Cable's** CBS deal (includes broadcast and cable) is up at the end of the month. Hopkins has been in the industry for 24 years, including stints at **Fox** and on the affiliate side at **Gemstar-TV Guide**, pushing carriage of a very different TVGN back in 2002-2004. He sounds excited about the new gig, saying it's important to be at an organization that has "must-have product... My experience has been that if you have valuable content, there is always a deal to be had," Hopkins said. "You might have some tough negotiations, and none of these negotiations are easy... but I've been doing it my entire career." While News Corp takes over the lead in YES distribution talks, the net's affil sales team will work with *Mike Hopkins & Co.* That includes *Jason Feneque*, sr dir of affil sales and marketing, and *Jon Morgan*, affil sales manager. Hopkins' non-affiliate sales responsibilities will be filled by YES pres/CEO *Tracy Dolgin* and other sr mgmt.

**E-Rate:** The federal E-Rate program is getting a makeover with much faster speeds, and the cable industry is onboard. The ambitious ConnectED initiative, announced by *President Obama* Thurs, seeks to connect 99% of students nationwide at speeds no less than 100MHz and with a target of 1Gbps, within 5 years. The plan doesn't require Congressional action but instead calls on the **FCC**, with the help of **NTIA**, to update its existing E-Rate program, which offers a discounted telecom rate for K-12 schools and libraries to improve their Internet access. It also asks the federal government to use existing funds to support connections at school. **NCTA** supports the move and looks to work with the Administration, the FCC and Congress to come up with new ideas that can "wisely modernize existing support mechanisms" and connect schools with new tools, said CEO *Michael Powell*. Specifically, the initiative provides teachers with training and new digital education tools that allow real-time assessment and immediate feedback. In addition, it asks school districts to purchase more innovative devices for students in volume to gain greater cost savings. Using the program to uniformly increase bandwidth is critical because capacity matters, Rep *Anna Eshoo* (D-CA) said. The ranking member of the communications subcmte recently teamed with FCC commish *Jessica Rosenworcel* to propose E-Rate 2.0. Similar to Obama's plan, the proposal seeks to pump the speed of E-Rate Internet services.

**Carriage:** **TheBlaze** picked up some more distributors, with **RCN** (Lehigh Valley, PA), **MCTV** and **Sky Angel's** FAVE TV adding the Glenn Beck net. The net launched online in Sept '11, and scored its first MVPD deal last fall with DISH. It has since added carriage from **Cablevision**, **Blue Ridge Cable** and some other smaller ops.

**Technology:** Second-screen tech company **zeebox** launched a new "TV Room" feature Thurs, with **Bravo** the first net to sign on as an official sponsor. Bravo will sponsor "The Real Housewives" TV Room experience, featuring current and former Housewives engaging with viewers' comments either before, during or after (choreography's still in flux, according to evp and md of zeebox *Jason Forbes*) the June 24 "The Real Housewives of Orange County: 100th Episode Special." For more on the what the experience entails and zeebox's strategy to appeal to stakeholders, check out **CableFAX.com**.

**What You Have to Say:** **Ovation** COO *Chad Gutstein* says Sen *John McCain's* (R-AZ) a-la-carte logic is flawed and reveals what he thinks he should focus on instead in a guest op-ed at **CableFAX.com** "If Sen McCain really

CableFAX

## PROGRAM AWARDS

Sponsorship Opportunities: Amy Abbey at aabbey@accessintel.com

Entry Questions: Mary Lou French at 301.354.1851 or mlfrench@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.

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# BUSINESS & FINANCE

wants to address the cost of cable to consumers, he should look at three other areas that are driving costs up dramatically: wholesale bundling, the out-dated retransmission consent rules and the out-of-control prices of sports programming rights," he writes.

**TVE:** Travel Channel launched its 1st TVE app, the Watch Travel Channel App for iPhone, iPad and iPod touch. The app, which requires authentication, is updated daily with full TV eps.

**In the Courts:** TiVo and Google's Motorola Mobility have reportedly settled their DVR patent case. A trial at the District Court of Eastern District of TX was scheduled on June 10. Post-reports on settlement, TiVo's stock price was up more than 8% and closed at \$13.71. TiVo has no comment.

**Sad News:** A memorial has been set for Sat for former Discovery and industry exec Holly Fischer in Charlotte, NC (11am, St Gabriel's). She was killed when her car went down a mountainside in Wilkes County, NC. Friends and family had spent the weekend searching for the 39-year-old near where her cell phone last registered, with the family confirming Mon that her car had been found.

**People:** TNT upped Rachel Brill to vp, unscripted programming for TNT Originals.

## CableFAX Daily Stockwatch

Company	06/06 Close	1-Day Ch	Company	06/06 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	61.81	0.92	CSG SYSTEMS:	20.77	0.57
DISH:	38.58	0.28	ECHOSTAR:	39.30	0.33
DISNEY:	63.14	0.02	GOOGLE:	864.64	4.94
GE:	23.38	0.06	HARMONIC:	6.20	0.09
NEWS CORP:	31.94	0.24	INTEL:	24.65	(0.05)
<b>MSOS</b>					
CABLEVISION:	14.62	(0.2)	JDSU:	14.22	1.09
CHARTER:	112.63	(1.29)	LEVEL 3:	21.52	0.76
COMCAST:	40.24	0.05	MICROSOFT:	34.96	0.18
COMCAST SPCL:	38.84	0.12	RENTRAK:	23.01	(0.13)
GCI:	8.85	0.10	SEACHANGE:	10.67	0.13
LIBERTY GLOBAL:	73.41	0.81	SONY:	18.96	(0.04)
LIBERTY INT:	22.65	0.18	SPRINT NEXTEL:	7.34	0.14
SHAW COMM:	22.19	0.05	TIVO:	13.71	1.05
TIME WARNER CABLE:	94.66	1.69	UNIVERSAL ELEC:	26.79	0.39
VIRGIN MEDIA:	49.64	0.35	VONAGE:	2.72	0.04
WASH POST:	457.13	(2.29)	YAHOO:	26.21	0.46
<b>PROGRAMMING</b>					
AMC NETWORKS:	63.82	1.73	<b>MARKET INDICES</b>		
CBS:	48.84	0.74	DOW:	15040.62	80.03
CROWN:	2.00	UNCH	NASDAQ:	3424.05	22.58
DISCOVERY:	75.02	(0.86)	S&P 500:	1622.56	13.66
GRUPO TELEVISIA:	24.13	(0.07)			
HSN:	55.95	0.68			
INTERACTIVE CORP:	48.91	0.76			
LIONSGATE:	28.80	0.44			
SCRIPPS INT:	65.60	(0.04)			
STARZ:	21.89	0.25			
TIME WARNER:	57.48	0.58			
VALUEVISION:	4.93	0.29			
VIACOM:	66.99	0.37			
WWE:	9.64	UNCH			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.20	(0.02)			
ALCATEL LUCENT:	1.76	0.08			
AMDOCS:	35.59	0.24			
AMPHENOL:	77.27	0.53			
AOL:	35.13	1.04			
APPLE:	438.46	(6.65)			
ARRIS GROUP:	14.65	0.35			
AVID TECH:	6.50	(0.02)			
BLNDER TONGUE:	1.05	0.01			
BROADCOM:	34.96	(0.17)			
CISCO:	24.55	0.23			
CLEARWIRE:	4.28	(0.04)			
CONCURRENT:	7.08	(0.01)			
CONVERGYS:	17.85	0.38			



THE WICT  
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# STYLE MEETS SUBSTANCE

June 10, 2013  
11:30 am-1:30 pm

Washington Convention Center  
Washington, DC



Women in Cable  
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# PROGRAMMER'S PAGE

## Coming Out as a Member of the A-Team

Confession. I'm over the age of 35, but watch **ABC Family's** "Pretty Little Liars" with as much fervor as some of my peers have for "Homeland" or "Game of Thrones." Apparently, I'm not alone in my adoration of a high school series with a viscous blackmailer(s?) that goes by "A." This past season of PLL was its most-watched in series history among adults 18-34, and women 18-49 and 18-34. On Tues, it returns for a new run, leaving off with a spring finale cliffhanger that had me and other fans screaming, "What is in trunk!?" The net cleverly capitalized on that by launching an app on its Website in which "A" gives hints (bonus clues ran in last week's recap special). As for the love of the mystery series by us non-Millennials, ABC Family vp, marketing *Danielle Mullin* credits some of it to multiple entry points in the net's scripted dramas. "While we have teen storylines that may drive the buzz among the younger demos, the adult characters aren't standing on the sidelines," she said. Not only are they central to the plot, but they're often familiar faces, such as *Chad Lowe*, *Nia Peeples* and fan fave *Betty Buckley*. If you don't quite grasp the popularity of the show, check out **Twitter** Tues at 8pm and watch the series premiere take it over. It was the #1 Tweeted series across all of TV in 1Q for good reason. The ABC Family team has an uncanny knack for creating on-air hashtags, which combines art and science, Mullin said. "We observe the reaction to the OMG moments that spark viral conversation, and then we try and predict what those future moments will be, creating a hashtag around them to help our viewers easily tweet about what they just saw," she explained. The science comes in from testing and refining. So popular is the series, one PLL fan (presumably on the West Coast) created a Google Chrome app that blocks tweets with certain words because she didn't want spoilers. Now, that's engagement! – *Amy Maclean*

**Reviews:** "Graceland," Thurs, 10p, **USA**. There's much to like about this new series, which premiered Thurs. Particularly engaging is the tension-filled premise of undercover federal agents attempting to infiltrate drug cartels. Its telegenic cast, including cable fave *Daniel Sunjata*, is another plus. While seeing the agents' human side makes for good drama, "Graceland" overdoes it, interspersing dangerous action scenes with too many uninspiring romantic segments. -- "Falling Skies," season 3 premiere, Sun, 9p, **TNT**. The humans have an edge over the aliens; *Noah Wyle's* character, an academic, now is president (it worked for *Jed Bartlett*); joining the battle are *Gloria Reuben* and *Robert Sean Leonard*, barely recognizable as a talented hermit; and things seem less desperate. Still, problems exist, some Shakespearian, others not. To avoid details, we'll say only that the opening 2-hr ep is strong enough to think the *Spielberg*-produced series could repeat '12's opening numbers (5.6mln viewers) and again rank as basic cable's #1 summer drama (25-54s). -- "Weather that Changed the World," Sun, 9p ET, **Weather**. If this terrific, weather-oriented re-telling of the Hindenburg disaster is typical of this 9-week series, viewers are in for a treat. Beyond the original footage, commentary by *Weather's* Eric Fisher is excellent. -- **Notable:** *Golf's* fine doc about *Lee Trevino* (Sun, 5p ET) is a nice warm-up for Open week. -- *Seth Arenstein*

Basic Cable Rankings (5/27/13-6/02/13)			
Mon-Sun Prime			
1	TNT	2.8	2746
2	USA	1.9	1843
3	DSNY	1.7	1717
4	HIST	1.6	1555
5	FOXN	1.5	1511
6	TBSC	1.4	1373
7	A&E	1.2	1226
8	NBCS	1.1	888
9	HGTV	1.0	1025
9	ESPN	1.0	981
9	DISC	1.0	945
9	DSE	1.0	71
13	FX	0.9	907
13	FOOD	0.9	897
13	ADSM	0.9	878
13	TLC	0.9	841
17	AMC	0.8	830
17	LIFE	0.8	805
17	NAN	0.8	789
17	APL	0.8	772
21	SYFY	0.7	725
21	BRAV	0.7	676
23	SPK	0.6	616
23	TRU	0.6	582
23	BET	0.6	563
23	FAM	0.6	551
23	ID	0.6	544
23	OWN	0.6	512
23	LMN	0.6	511
30	CMDY	0.5	531
30	TVLD	0.5	516
30	EN	0.5	481
30	CNN	0.5	471
30	VH1	0.5	458
30	MSNB	0.5	430
30	HALL	0.5	417
30	OXYG	0.5	357
30	H2	0.5	329
30	DSJR	0.5	321
40	MTV	0.4	419
40	ESP2	0.4	364
40	HLN	0.4	355
40	TWC	0.4	355
40	NKJR	0.4	341
40	NGC	0.4	335
40	HMC	0.4	205

\*Nielsen data supplied by ABC/Disney

## CableFAX TECH BREAKFAST

June 12, 2013  
Washington Convention Center  
8:00 – 9:30 am

**Next Gen Networks: What do you have? What do you need?**

CableFAX invites you to attend the CableFAX TECH Breakfast, in conjunction with The Cable Show, on June 12 in Washington, DC. Join the CableFAX editorial team and a panel of carefully selected experts for this highly engaging and interactive breakfast session.

Registration Questions: **Saun Sayamongkhun**

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