

# CableFAX Daily™

Thursday — June 13, 2013

What the Industry Reads First

Volume 24 / No. 114

## Strange Brew: Cable Show Ends on Education, Producers, J-Lo

It was an eclectic mix at the Cable Show's closing general Wed as *Jennifer Lopez* teased her creative plans for **NUVotv**, Education Sec *Arne Duncan* nudged cable to do more on broadband and 3 top Hollywood TV producers more or less agreed cable's just cooler than broadcast. "What cable means now is totally different than what cable meant a couple of decades ago," said producer *Marc Cherry*, a broadcast lifer mostly known for **ABC's** "Desperate Housewives" but who will bring "Devious Maids" to **Lifetime** when the new series premieres June 23. As for cable, he said "it's where the buzz-worthy shows come from." Cherry also flagged cable's more truncated series runs (13 eps vs 22) that give showrunners more time to craft stories. "You get to do deeper, more sophisticated, more complicated work on cable because you have more time," he said. *Joe Weisberg*, showrunner for **FX's** "The Americans," said the brevity of 13 eps was a big factor in going with cable—but he said he also wanted to avoid the grueling 22-ep broadcast grind. On the other hand, producers noted smaller cable budgets that can be restrictive. But *Mark Johnson*, exec producer of **AMC's** "Breaking Bad" and **Sundance's** "Rectify," said cable simply requires greater planning to stay on budget. "We either do a bottle episode at some point or we find a creative way to overcome it," he said. And said Weisberg: "The beauty of cable is that you don't need those huge numbers to be a success." Meanwhile, *Arne Duncan* laid out several "challenges" for cable, asserting in a speech that "we are denying our teachers and students the tools they need to be successful" because broadband has yet to reach all schools. Interestingly, he also cited stats placing the US behind countries like South Korea in connecting classrooms even after **NCTA** pres/CEO *Michael Powell* on Mon noted in his opening general presentation that the U.S. is far more rural and vast than countries often used in such broadband comparisons. Nonetheless, Duncan not only urged cable to continue its support for ConnectED, the Administrations initiative to modify the e-rate program (*Cfax*, 6/7), but also to make more content available to teachers, do more to promote online safety for parents and exhibit "leadership on gun violence awareness." In the panel after his speech, **Comcast** evp *David Cohen* said cable's ready to help, noting that improving education requires a comprehensive approach. "You can't just attack one piece of this problem and expect to make a difference," he said. One astounding fact: Schools spend \$7-8 billion on printed books each year, with Duncan suggesting that money should go to "digital conversion." Cohen agreed, saying "it's not just saving the money. It's dramati-

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cally improving the quality," which includes more interactive components possible in the digital environment. And then there was J-Lo... Lopez outlined her new role at English-language, Hispanic-targeted net NUVOtv as its Chief Creative Officer, saying she sees a big need to more accurately reflect the modern Hispanic. "It represents something more to me than just television," she said. "Everybody's trying to target this community. Everyone is trying to crack that nut. And it's not an easy thing." Among her goals: more music-oriented content and the addition of scripted shows. "I feel that one show can launch a network, one amazing show," she said. She said her industry connections (notably, she's repped by Hollywood mega-agency **CAA**) should help attract talent. "We're infusing the network with energy," she said. "It takes years and years to get it right, but we're on such a fast track."

**3Dead:** And then there was one... First, **DirectTV** killed 3D net **n3D** last year, making it available only for a big 3D event. Now **ESPN** announces that it is discontinuing **ESPN3D** at the end of the year because of low adoption of 3D services to the home. That leaves **3net**, the jv from **Sony**, **Discovery Comm** and **IMAX**. "Although we don't comment on the activities of other companies, their decision has no impact on our business," 3net said in a statement Wed. In fact, it is continuing to invest in 3D programming and some 4K programming. 3net seems to operate almost as R&D for the companies. ESPN said it would direct its 3D resources to other products for fans and affiliates. If or when 3D takes off, the programmer said it will be there and ready to provide the service. ESPN3D is available through agreements with **DirectTV**, **Charter**, **Comcast**, **Bright House**, **Time Warner Cable**, **Cox**, **AT&T U-verse**, **Google Fiber** and **Verizon FiOS**.

**That's a Wrap:** No official attendance figures yet for **Cable Show '13**, but it's looking like numbers should be on par with last year's 12K in Boston and maybe even a little ahead. The 3-day event wrapped Wed. The 2011 show in Chicago drew about 13K. Meanwhile, the question we heard most often over the past 3 days was: what was **MC Hammer** doing performing at the opening session? Does it mean he has a new cable show coming up? Is he launching his own network a la **P Diddy**, **Oprah** and **Magic Johnson**? Nah. We hear he's just friends with NCTA chief **Michael Powell**. Hammer Time!

**Technology:** **Cox** selected **NetCracker** to provide multi-year managed services business support to enhance lead-to-cash process for Cox Business. NetCracker's TOMS version 9.0 includes sales force automation and resource inventory for reducing overall fulfillment costs.

**Public Policy:** What will Washington probably spend too much time discussing over the next 2 years? A la carte, according to **FCC** commish **Jessica Rosenworcel**. (Funny enough, Sen **John McCain** just sent a letter to the FCC on Wed asking it to review the issue) "In real time, consumer practices are changing. The ways they're accessing content is different than even a year ago," the Dem said at the **Cable Show's** public policy lunch Wed. "I think change will be driven by consumers, not necessarily regulation." Republican commish **Ajit Pai** thinks DC will spend too much time debating usage-based pricing for broadband, which he regrets because he believes it's commonly expected among consumers that the more you use, the more you pay. Plus, the FCC's authority is relatively limited there, he said. The lunch panel included the requisite spectrum talk, with Pai assuring WiFi-focused cable that "any sensible spectrum policy has to find and include unlicensed use." **NTIA's** **Larry Strickling** said it will be key to find new ways for industry and govt agencies to collaborate on spectrum. He pointed to the opportunity for the private sector to take advantage of downtime for using govt spectrum. But there are logistics to work through, including how the govt



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**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

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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)

Advertising Contacts: Amy Abbey, Associate Publisher at [aabbey@accessintel.com](mailto:aabbey@accessintel.com) or 301-354-1629

Susan Kim, Sales Manager at [skim@accessintel.com](mailto:skim@accessintel.com) or 301-354-2010

might share classified information with groups so they can share the spectrum space. "I think that there is a role the govt can play in facilitating these groups," he said. "The FCC will ultimately have to settle the rules of engagement on what happens when problems arrive when government and private sector use the same band." -- Nice line by panel moderator **NCTA** evp *James Assey*, who kicked off the discussion by declaring: "We had breakfast with J-Lo, and now we're going to have lunch with J-Ro."

**Tech Talk:** "WiFi is a big deal," **Comcast Cable** CTO *Tony Werner* told the audience at a demo/discussion at the Cable Show Wed. The cable industry is on its way to becoming a major WiFi provider, he said. In addition to offering in-home WiFi, the industry's WiFi play includes creating WiFi hotspots for enterprise customers and WiFi sharing through industry collaboration. Meanwhile, as the cable industry expands its presence in the home security and automation market, smart camera "is a cool technology to have," the technology chief said, pointing to **Altia Systems'** offerings. The venture-backed start-up provides cameras that offer 200 degree panoramic views that can be accessed from mobile devices. The company's HD video camera is ultra-low latency and enables multi-imager processing technology, said pres/CEO *Aurangzeb Khan*. Comcast also is developing an app that allows multiple viewers to choose movies from their mobile devices to watch on the same T, said *Preston Smalley* with Comcast Silicon Valley. The app can potentially be built on the op's X1 platform. Comcast is also working with various vendors on cloud TV, which could be offered on a new version of the company's existing cloud-based platform, according to Werner. The cloud application will enable subs to access content from different devices.

**CableFAX Tech:** Cable should view itself as a "vending machine" to offer video on tablets, TVs, smartphones and other devices, using the model to upsell and resell customers, *Rafael Fonseca*, **Genband** vp, MSO tech and solutions, suggested at a **CableFAX** Tech breakfast Wed. "The opportunity [for cable] is for authentication and billing all the different devices in the same way," he said. The breakfast panel quickly labeled the vending machine model just another word for a la carte, which has its own set of issues. "We're not going to be offering vending machines anytime soon," **Buckeye** evp, cable & telecom *Joe Jensen* said, referring to issues with programming contracts. As the cable industry continues to move beyond the set-top, it creates challenges along with opportunities. "What happens when **HBO Go** doesn't work on [a customer's] iPad? We have to figure out where we're going to draw the line" when it comes to serving a customer, said *Joe Selvage*, group vp, IP networks for **Mediacom**. **Amdocs** Cable division CTO *Ken Roullier* thinks we're a long way off from mobile devices replacing the TV for primary viewing. "The strong barrier for mobile content is the cost and data," he said, describing how watching a few hours of programming could rack up big data charges quickly.

**Programming:** *Soledad O'Brien* joins **HBO's** "Real Sports with *Bryant Gumbel*." In addition, her production company, **Starfish Media Group**, will have an overall relationship with HBO granting the network 1st look at scripted projects and long-form programming concepts that she and her team develop. -- **IFC** said yes to 2 more seasons of "Portlandia."

**NAMIC Breakfast:** Hollywood director *Robert Rodriguez* apparently isn't shy, declaring at **NAMIC's** annual awards breakfast Wed that **El Rey Network** will be "the home of some kick-ass television." Launching in Dec, the net targeting English-language Hispanics (watch out, J-Lo) will feature programming produced by and for "an extraordinarily diverse audience," said Rodriguez, who founded **Univision**-backed El Rey. The net is 1 of 4 minority-owned nets being rolled out by **Comcast** under **NBCU** merger conditions. Comcast evp *David Cohen*, sporting an "EL Rey Network" hat, said people of color represent around 40% of its workforce. "We are working to increase that number, especially at vp and above," he said. He also cited Comcast's Internet Essentials program to bring affordable broadband to low-income communities, many of which include high minority populations. The program is doing well in Rep *Doris Matsui's* (D-CA) hometown Sacramento, according to the rep. Citing her recently introduced legislation seeking to expand the **FCC's** Lifeline program for universal broadband, Matsui said "we need to make it a national priority that no one gets left behind in the global digital economy." The message for the cable industry from Rep *James Clyburn* (D-SC): "Deal with communities in accordance with their needs." This year's NAMIC Next Generation Leaders Awards recognized *Christine Bragan*, vp, marketing & communications, **AMC Networks**, in the cable programmer category, and *Rich Jennings*, regional svp at Comcast Cable's mile high region, in the MSO category. The '13 luminaries include execs like *Ivan Bagueiras*, svp, ad sales/gm, **Discovery Networks Latin America/US Hispanic**; *Maureen Carter*, vp, digital brand creative, **Nick**; *Kimberly Hulse*, vp, legal & gov affairs, **Scripps Networks Interactive**; *Puja Vohra*, svp, marketing, **Oxygen**; and *Ritchie Yu*, vp, ad sales research, **Discovery Comm**.

**Vanguards:** In picking up this year's Vanguard for programming, **AMC Networks'** COO *Ed Carroll* gave one of the funniest Vanguard acceptances in recent memory (No room to do it full justice here. Trust us). He joked that "people leaving the industry" like outgoing **Cox** programming vet *Bob Wilson* should be recognized instead and reassured the audience that "until **Aereo** and **Netflix** are the only two companies left, I am staying." He credited pres/CEO *Josh Sapan* for AMCN's

# BUSINESS & FINANCE

programming quality, overall growth and something more: "He makes it fun to come to work 3 days out of 5." Kid-ding aside, "we are at the golden age of television," said Carroll. Cox pres *Pat Esser*, who received the Distinguished Vanguard Award for Leadership, added that the award "reminds us to be the mentor, advisor and partner" and to "discover hidden talent and potential." On that note, **AETN's** newly named pres/CEO *Nancy Dubuc* accepted her Vanguard for Leadership by urging those with awards lining their shelves to remember the assistants, lawyers and others not recognized as often but who make her and other senior execs look so good. Other Vanguard honorees included **Samsung America** pres *Tim Baxter* (Associates & Affiliates category), who said the company is looking to "expand the potential of pay-TV in the multiscreen era." Two key words in the modern time cable industry are "pragmatic" and "collaboration," according to *Bill Stemper*, pres, **Comcast Business Services**. He said that means being inclusive and supportive of innovative ideas and diverse voices. Stemper and **Time Warner Cable** evp/COO, residential services *Bill Goetz* were recognized for cable operations management. Other winners include *John Schanz*, **Comcast Cable** evp/ chief network officer; *Ellen East*, **Time Warner Cable** evp/ chief communications officer; *Henry Ahn*, **Scripps** evp, content distribution & marketing; and *David Preschlack*, **Disney/ESPN** evp, affil sales & marketing.

## CableFAX Daily Stockwatch

Company	06/12 Close	1-Day Ch	Company	06/12 Close	1-Day Ch			
<b>BROADCASTERS/DBS/MMDS</b>								
DIRECTV:	60.16	(1.23)	GOOGLE:	871.98	(7.83)			
DISH:	37.71	(1.46)	HARMONIC:	6.17	(0.01)			
DISNEY:	62.99	(0.81)	INTEL:	24.46	(0.25)			
GE:	23.50	(0.08)	JDSU:	14.04	(0.49)			
NEWS CORP:	31.11	(0.67)	LEVEL 3:	21.07	(0.48)			
<b>MSOS</b>								
CABLEVISION:	13.93	(0.21)	MICROSOFT:	35.00	0.16			
CHARTER:	111.39	(1.07)	RENTRAK:	23.25	(0.26)			
COMCAST:	39.52	(0.64)	SEACHANGE:	11.25	0.16			
COMCAST SPCL:	38.11	(0.83)	SONY:	20.28	(0.02)			
GCI:	8.49	(0.09)	SPRINT NEXTEL:	7.35	UNCH			
LIBERTY GLOBAL:	72.59	(0.56)	TIVO:	10.88	0.09			
LIBERTY INT:	22.20	(0.42)	UNIVERSAL ELEC:	27.04	0.26			
SHAW COMM:	22.07	(0.43)	VONAGE:	2.81	(0.05)			
TIME WARNER CABLE:	93.90	(2.08)	YAHOO:	25.89	(0.51)			
WASH POST:	471.14	4.16	<b>TELCOS</b>					
<b>PROGRAMMING</b>								
AMC NETWORKS:	63.43	(1.29)	AT&T:	35.62	(0.14)			
CBS:	45.92	(1.17)	VERIZON:	49.90	(0.28)			
CROWN:	1.94	UNCH	<b>MARKET INDICES</b>					
DISCOVERY:	73.57	(0.3)	DOW:	14995.23	(126.79)			
GRUPO TELEVISIA:	23.30	(0.55)	NASDAQ:	3400.43	(36.52)			
HSN:	55.54	(0.95)	S&P 500:	1612.52	(13.61)			
INTERACTIVE CORP:	49.07	(0.71)	<b>TECHNOLOGY</b>					
LIONSGATE:	26.81	(1.6)	ADDVANTAGE:	2.25	0.02			
SCRIPPS INT:	64.40	(1.43)	ALCATEL LUCENT:	1.76	UNCH			
STARZ:	21.71	(0.37)	AMDOCS:	35.37	0.10			
TIME WARNER:	56.16	(0.73)	AMPHENOL:	76.09	(0.66)			
VALUEVISION:	5.01	0.12	AOL:	35.22	0.06			
VIACOM:	65.87	(1.47)	APPLE:	432.19	(5.41)			
WWE:	9.72	0.05	ARRIS GROUP:	14.17	(0.33)			
<b>MARKET INDICES</b>								
<b>TECHNOLOGY</b>								
<b>ADDVANTAGE:</b> 2.25 (0.02)								
<b>ALCATEL LUCENT:</b> 1.76 (UNCH)								
<b>AMDOCS:</b> 35.37 (0.10)								
<b>AMPHENOL:</b> 76.09 (0.66)								
<b>AOL:</b> 35.22 (0.06)								
<b>APPLE:</b> 432.19 (5.41)								
<b>ARRIS GROUP:</b> 14.17 (0.33)								
<b>AVID TECH:</b> 6.24 (0.09)								
<b>BROADCOM:</b> 33.30 (0.84)								
<b>CISCO:</b> 23.99 (0.08)								
<b>CLEARWIRE:</b> 4.37 (0.02)								
<b>CONCURRENT:</b> 7.98 (0.06)								
<b>CONVERGYS:</b> 17.70 (0.04)								
<b>CSG SYSTEMS:</b> 20.74 (0.13)								
<b>ECHOSTAR:</b> 40.02 (0.02)								

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## Think about that for a minute...

### Diversity

Commentary by Steve Effros

If there's one thing a Cable Show forces everyone to focus on, it's diversity. No, I'm not talking about diversity in hiring; that's something we need to always focus on. I'm talking about the amazing and constantly growing diversity of the technologies and services we provide.

The booths on the Show floor, the panel sessions, the General Sessions, just look at what is being talked about and what is being demonstrated, and you will get some idea of the true diversity of "cable telecommunications." I mentioned this in my column last week, but a walk on the floor of the Show totally reinforces the fact that we certainly are "more than TV" these days.



It runs the gamut, from what many see as the new "core" of the industry: broadband delivery, to home networking, home security, credit card processing, voice telephony, and that moves into lots of videoconferencing, business services, targeted advertising, "cloud" computing, storage and security, and the list goes on.

It really is a time of almost unlimited possibility with lots of folks coming up with lots of ideas and business plans for the myriad ways our communications platform can be put to good use. The good news is that you can't miss the feeling that just about everyone, from the vendors to the technical folks to the business types have finally gotten the message; we're more than TV, and with a little luck, and some hard work and creativity there's still an awful lot left to do! Exciting.

If that's the feeling you walked away with from The Show, then it was a great success. The other reality, of course, is that with all that opportunity out there, we have lots of challenges as well. A few of those need to be highlighted: the increasing leverage of program-

mers, and particularly broadcasters, relating to tying and bundling has gotten to the point where business plans, aided by technology, are likely to change the face of how folks access the video they want. Let's remember, with all the talk of "over the top" and that people want to get their video when and where they want it, that the cable industry was the one that originated "video on demand." It may look a little different when all is said and done, but then again, maybe not. Recent polls show that consumers are just as happy getting their VOD from the cable operator as they are getting it from the web. So if we make it more convenient, high quality, and particularly easier to navigate, then there's no question we remain part of the mix. That's true in any event, since it's our broadband service that will be the delivery mechanism even if our VOD service isn't.

It's all the new stuff that should capture your imagination as well. I think, as the Show should have demonstrated to you, that we are entering a "golden age" of our technology. After all, we've spent over \$200 billion upgrading that infrastructure since 1996 to make sure we stayed "ahead of the curve." We've done that, and more. Ours is not the only competitive "information superhighway" being built, so we have to make sure we stay ahead, but as you can see from this year's Show, we've built one of the best. The question now is how to effectively and creatively provide the services it empowers, and make sure we aren't constrained from imagining and executing all the ways it can be used. That's going to be the real challenge.

Steve

T:202-630-2099  
steve@effros.com

*(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry)*

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