

# CableFAX Daily™

Friday — June 15, 2012

What the Industry Reads First

Volume 23 / No. 115

## Aloha Voters: Political Advertising Heating Up as Nov Nears

With the election year upon us, cable operators are increasingly putting their VOD assets into the advertising mix as candidates seek more ways to directly reach voters. Former Hawaii Governor and Senate Republican hopeful *Linda Lingle*, for example, recently launched her own cable VOD channel LL2012 on **Time Warner Cable**, dedicated solely to her Senate race information and Hawaii-related issues. It's the first TWC Media Sales VOD political channel in Hawaii, and TWC is already looking to expand the market. A TWC spokesman said the op has presented the "your own channel" idea to local, state and federal officials, with more presentations planned. Costs: \$10K for buildout, and a weekly advertising rate of \$2500. *Corrie Heck*, Lingle's deputy communications dir, said the campaign team booked 20 weeks of programming, choosing cable partly because of its high penetration in the state. "It complements other things we do," she said. The campaign team plans to bring live streaming as well as pre-recorded videos to the channel. "It will be an evolving process," she said. The "Lingle Channel" is on the VOD lineup between **Fox** and **CNN**. It's an interesting idea, said *Stephen Farnsworth*, a political science professor at the U of Mary Washington in VA. However, he said that while a cable channel dedicated solely to a political campaign might interest some candidates, most of them will likely stick with TV ads. But he said those interested should definitely make sure to get a good VOD menu location like Lingle's. Political VOD advertising isn't new, but it hasn't really taken off over the years. TV can be tricky for candidates, with many in the past facing trouble generating audiences for election eve TV specials, said *Bruce Gronbeck*, prof of political communication at the U of Iowa. "Television in most any form is simply not as flexible and not as hot as the Internet," he said. In '10, cable had a lot of success with a RFI campaign for CA gubernatorial candidate *Meg Whitman* in which viewers could use their remotes to request a Whitman bumper sticker or volunteer info. As for political VOD ad buys, MSOs are looking to take it further with telescoping, in which a linear 30-sec spot can lead directly to a long-form VOD video through a viewer's remote.

**On the Hill:** The future of video and **FCC** oversight is on deck for 2 House Communications and Tech subcmte hearings. During the video content hearing June 27, the subcmte will examine how advances in CE, broadcasting, cable, satellite are



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**Publication Date: July 23 | Ad Close: June 26 | Artwork: July 3**

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affecting the video content marketplace. Meanwhile, all 5 FCC comrs are slated to testify at the July 10 oversight hearing.

**Competition:** Time Warner Cable upgraded its on-screen TV guide for subs in Central New York and Charlotte, NC, which includes cloud-based VOD search services, improved navigation and a new color scheme. -- **Cablevision** launched the Optimum Business Account Center, an online portal that helps business customers manage their Internet, voice and video services. Also launching with the Account Center are several Optimum Voice features, including outbound caller name management, selective call forwarding, time of day forwarding, call forward on busy/no answer and uniform call distribution rollover hunting.

**Carriage:** AT&T extended its affiliation agreement with HRTV, which HRTV svp, distribution *Chris Swan* said is the 1st extension since the 2 signed distribution agreement in '06. It's a multi-year agreement, he said, without getting into details. U-Verse subs will continue get programming like live horse-racing from over 70 horse racetracks.

**Election Coverage:** C-SPAN and National Journal Group joined forces to cover the battle for control of Congress. The NJ editorial team will be regular contributors to C-SPAN's coverage of the '12 House and Senate campaigns, starting this week. That includes regular updates from the "NJ Big 10" series, NJ poll results and analysis during C-SPAN's Washington Journal live morning program. Other collaborations include live and taped C-SPAN coverage of NJ editorial meetings with Congressional candidates and briefings and live NJ "Daily Morning Briefings" and "Path to Power" event during the national party conventions this summer, as well.

**College Sports:** Pac-12 will kick off its initial college football season by airing 15 games in the first 3 weeks of the '12 season. With the addition of CA at USC game in week 4, the net will televise at least 1 game from each Pac-12 team during the first 4 weeks and start its 35-game schedule with 6 games during opening week (Aug 30-Sept 1), including 2 on Thurs, Stanford's home opener on Fri and 3 more on Sat. The U of Utah will host the first football game when Northern Colorado visits Rice-Eccles Stadium Aug 30. Arizona State will be the 2rd game of an opening night doubleheader.

**Mobile:** For most of us who aren't on BET Awards '12 invite list, here's an alternative: download the BET Awards 12 app. Compatible with **Apple** and **Android** devices, the free app includes videos, pics and details on every nominee, winner and honoree. Scorecard updates happen in real time during the award live broadcast July 1, 8pm and users with the most correct guesses could win prizes like celebrity gift bag. Users would receive real-time show updates and a Tweet Map that keeps them up to speed on what celebs and other viewers are saying about the show as it's happening.

**App Mickey:** The day is here, kids! **Disney** fans with **Comcast Xfinity TV** can finally access **Disney Channel**, **Disney XD** and **Disney Junior** on iPhones and iPads thanks to a partnership between the operator and Disney/ABC TV Group. Xfinity subs can watch streams online and through Apple devices.

**Ratings:** "Dallas" scored solid ratings for its two back-to-back episodes Wed with nearly 7mln viewers. On the demo front, the **TNT** soapy drama drew 1.9mln (18-49) and 2.5mln (25-54).

**Programming:** It's not a job likely to be featured on career day. Tagging sharks by hand, a group of seasoned fishermen and ocean explorers in **History's** new series "Shark Wranglers" track down the Great White Sharks to help solve the puzzle of where these large predators gather en masse at various times of the time. The data could allay the fears of nervous swimmers by telling them where the sharks are cruising off local beaches. It would also protect sharks from shark-fanners. The series premier July 1, 10pm.

**On the Circuit:** **Entertainment Studios** founder/CEO *Byron Allen* will host the 39th Annual Daytime Entertainment Creative Arts Emmy Awards in LA June 17. The host of "Comics Unleashed with Byron Allen" will be joined by presenters like *Kevin Clash* with Elmo from "Sesame Street," *Melissa Claire Egan* and *Vincent Irizarry* of "All My Children," and *Lauren Koslow* and *James Scott* of "Days of Our Lives."

**Business/Finance:** **SureWest** shareholders will need to decide whether they want cash or shares now that the shareholders of **Consolidated Communications** approved the \$340.9mln merger. Under the deal, SureWest shareholders can trade SureWest shares for either \$23 in cash or for shares of Consolidated common stock. The

# BUSINESS & FINANCE

deal is expected to close July 2.

**People:** Scott Weber will leave Cablevision to join Charter as evp, network operations, effective June 18. -- **Oxygen Media** promoted Trisha Espinoza to vp, program planning, scheduling and acquisitions. -- **Netflix** promoted Bill Holmes to chief biz dev officer. The ex-svp, biz dev, has helped seal deals with CE vendors like **Apple, Microsoft, Samsung, Nintendo** and **Sony** to create "Netflix Ready" devices. -- **Time Warner Cable** named Wisconsin-based exec Jack Herbert regional vp, operations for Midwest market. -- Ex-Yahoo-er Alex Linde joins **Weather Channel Cos** as vp, mobile and digital apps. -- A slew of promotions at **Public Knowledge:** Harold Feld to svp; Sherwin Siy to vp, legal affairs; Michael Weinberg to vp, Institute of Emerging Innovation (to be launched in fall); Ernesto Falcon, vp, gov relations; Art Brodsky, vp, communications.

**Editor's Note:** Do you have interest in **Pinterest**? Then sign up for our June 27 Webinar on the social media phenomenon and learn how to use it to your advantage. More info: [http://www.cablefax.com/cfp/webinars/2012\\_June27/](http://www.cablefax.com/cfp/webinars/2012_June27/) -- And don't forget that Fri is the deadline to submit your best candidates for the 2012 Most Powerful Women in Cable. Don't miss out. More info: <http://www.cable360.net/cablefaxmag/2012topwomen.html>

## CableFAX Daily Stockwatch

Company	06/14 Close	1-Day Ch	Company	06/14 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	43.97	0.97	CLEARWIRE:	1.15	0.04
DISH:	27.22	0.27	CONCURRENT:	4.09	0.12
DISNEY:	47.18	0.95	CONVERGYS:	14.24	0.10
GE:	19.72	0.35	CSG SYSTEMS:	16.32	0.22
NEWS CORP:	20.04	0.30	ECHOSTAR:	26.21	(0.12)
<b>MSOS</b>					
CABLEVISION:	12.19	0.61	GOOGLE:	559.05	(2.04)
CHARTER:	65.89	0.96	HARMONIC:	4.18	0.07
COMCAST:	30.71	0.73	INTEL:	26.98	0.44
COMCAST SPCL:	30.17	0.66	JDSU:	9.85	(0.05)
GCI:	7.81	0.30	LEVEL 3:	20.50	0.27
KNOWLOGY:	19.58	0.03	MICROSOFT:	29.34	0.21
LIBERTY GLOBAL:	46.40	0.36	RENTRAK:	18.78	0.38
LIBERTY INT:	16.41	(0.04)	SEACHANGE:	8.05	0.14
SHAW COMM:	18.69	0.09	SONY:	12.98	0.22
TIME WARNER CABLE:	77.92	0.90	SPRINT NEXTEL:	3.10	0.16
VIRGIN MEDIA:	22.19	0.04	TIVO:	8.06	0.01
WASH POST:	370.01	5.10	UNIVERSAL ELEC:	12.20	(0.01)
<b>PROGRAMMING</b>					
AMC NETWORKS:	38.34	(0.04)	VONAGE:	1.78	0.02
CBS:	31.73	0.32	YAHOO:	15.36	0.03
CROWN:	1.54	0.01	<b>TELCOS</b>		
DISCOVERY:	50.06	(0.26)	AT&T:	35.69	0.71
GRUPO TELEVISA:	20.10	0.48	VERIZON:	43.75	0.76
HSN:	41.14	1.62	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	45.39	0.40	DOW:	12651.91	155.53
LIONSGATE:	14.20	0.38	NASDAQ:	2836.33	17.72
LODGENET:	1.48	0.07	S&P 500:	1329.10	14.22
NEW FRONTIER:	1.59	(0.06)			
OUTDOOR:	7.00	0.55			
SCRIPPS INT:	56.16	0.26			
TIME WARNER:	35.43	0.60			
VALUEVISION:	1.70	UNCH			
VIACOM:	52.28	0.79			
WWE:	7.68	0.03			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.06	(0.02)			
ALCATEL LUCENT:	1.49	(0.01)			
AMDOCS:	28.85	UNCH			
AMPHENOL:	54.41	(0.51)			
AOL:	25.57	(1.53)			
APPLE:	571.53	(0.63)			
ARRIS GROUP:	13.27	0.27			
AVID TECH:	6.75	0.04			
BLNDER TONGUE:	1.12	0.02			
BROADCOM:	33.89	0.09			
CISCO:	16.92	0.27			



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# PROGRAMMER'S PAGE

## Disney Shines On...

Much has been written about the synergistic dynamo known as **The Walt Disney Co**—and the **Disney Channel** has been a linchpin of those efforts. In fact, since **Gary Marsh** took full control of **Disney Channel Worldwide** in '11, he has waged a full frontal assault in a battle to win kids' eyeballs. Lately, the competition has retreated to lick its wounds. Just ask **Nickelodeon**. What's driving Disney's success? Knowing its audience. And that was on clear display at last week's premiere for the net's newest potential movie franchise "Let It Shine" (premieres June 15), a *Cyrano de Bergerac*-inspired ode to teen angst following a talented would-be rapper who can't seem to get credit—or the girl. Following the earlier success of "High School Musical," it's no surprise that Disney would love to re-capture similar magic—this time enlisting a mostly African-American cast and replacing sugary pop tunes with, well... sugary hip hop tunes and some gospel, all bouncing against the backdrop of a preacher father who can't accept his sons' love of and incredible talent for rap. Yes, this is a Disney-fied, family-friendly version of the hip-hop world. But when it comes to hitting themes that will resonate with its young viewers—overcoming your fears, pursuing your dreams, finding your soul mate and standing up to adults who try to keep you down—Disney understands how to pull those heartstrings and evoke emotion. At the premiere, the red carpet teamed with young actors and other Disney talent, who were literally mobbed (think a more orderly Beatles arrival) by young fans begging for autographs. Kids took over the lobby as **Radio Disney** personalities with microphones (and mac-and-cheese hors d'oeuvres) got them even more hyped up before everyone entered the theater. "This movie is really about who we are and what we stand for," said Marsh from the podium. As Disney Channel's ratings climb, it's hoping for another synergistic juggernaut. *MG*

**Reviews:** "Falling Skies," season II premiere, Sun, 9p, **TNT**. History prof-turned freedom fighter Tom Mason (*Noah Wyle*) and sons are back to battle giant, ant-like aliens, but they're fighting for human dignity in this end-of-the-world-as-we-know-it ratings grabber. The Spielberg-helmed series averaged 6.9mIn viewers, making it cable's top-rated newbie last year. -- "Pyros," premiere, Tues, 9p ET, **Weather**. An interesting, detailed look at fireworks shows—the explanatory graphics are terrific—but linking this to weather, well, it's not as direct a link as the net's excellent "Ice Pilots." -- "School Spirits," premiere, Wed, 10p, **Syfy**. Reminiscent of every teen horror flick you've seen, this series focuses on unusual occurrences at colleges. First up is U of Michigan, where a sorority house in '09 was plagued by maggots, a bat, moving beds and eventually male and female spirits. -- "Standup in Stilettoes," premiere, Sat, 10p, **TV Guide Network**. A simple concept: funny women—some comediennes, other comic actors—do stand-up for a female audience. Ep 1 works as actor *Mary Lynn Rajsakub* kills with a bit about women "who know they're hot, but that's about all they know." -- "Fairly Legal," season finale, Fri, 9p, **USA**. It's fairly illegal to forego *Sarah Shahi* until next season. -- "Operation Cupcake," Sat, 8p, **Hallmark**. *Dean Cain* and cupcakes. Who could ask for anything more?

Basic Cable Rankings (6/4/12-6/10/12)			
Mon-Sun Prime			
1	ESPN	3.4	3344
2	TNT	2.4	2352
3	USA	1.9	1911
4	HIST	1.8	1730
5	DSNY	1.6	1620
6	FOXN	1.5	1505
7	TBSC	1.2	1204
7	A&E	1.2	1178
9	HGTV	1	975
9	DSE	1	77
11	FX	0.9	933
11	ADSM	0.9	877
11	FOOD	0.9	869
11	LIFE	0.9	866
15	SYFY	0.8	808
15	FAM	0.8	782
15	TLC	0.8	772
15	DISC	0.8	755
15	BRAV	0.8	750
15	TRU	0.8	718
15	NKJR	0.8	592
22	AMC	0.7	694
22	CMDY	0.7	672
24	NAN	0.6	590
24	SPK	0.6	561
24	TVLD	0.6	555
24	BET	0.6	555
24	MTV	0.6	554
24	MSNB	0.6	550
24	ID	0.6	488
24	NBCS	0.6	434
32	APL	0.5	472
32	LMN	0.5	458
32	VH1	0.5	457
32	ESP2	0.5	448
32	CMT	0.5	441
32	HALL	0.5	425
38	EN	0.4	433
38	NGC	0.4	357
38	CNN	0.4	353
38	OXYG	0.4	285
38	DXD	0.4	283
38	GSN	0.4	270
38	NKTN	0.4	234
38	HMC	0.4	179
46	TRAV	0.3	310

\*Nielsen data supplied by ABC/Disney



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## GUEST COLUMNISTS

### Talent Everywhere Shakes Up How We Do Business

By *Lisa Chang, SVP of Human Resources, Turner Broadcasting System Inc., and Eric Hawkins, SVP of Human Resources, Discovery Communications*



**Lisa Chang**



**Eric Hawkins**

For the past several years, our industry has been in the midst of what amounts to an earthquake of change. The proliferation of

platforms, applications and technologies lead to a constant state of change that impacts business operations, creates jobs that didn't exist 12 months ago and obliterates traditional job definitions and linear career paths. At the same time, virtual workers are on the rise, and many organizations have expanded internationally, adding the complexities of managing workers around the globe, consideration of cultural nuances and employment laws that vary dramatically from country to country to the list of growing concerns. Hence, the theme for CTHRA's 2012 Symposium: Talent Everywhere.

As a result of this seismic activity, employers can no longer expect to recruit, retain and manage talent in the same ways we did before. HR executives are rising to the occasion by implementing forward-thinking strategies, seeking talent from unconventional places, implementing new technologies that allow us to be more productive, creating employment brands, and leveraging information that enable us to be more analytical in our approach.

In response to the needs of the industry, CTHRA has collected data for three surveys this year: employee benefits, human capital metrics, and compensation. The survey results will arm executives and HR professionals with industry-specific benchmarks for salary increase budgets, incentives, health care costs and contribution levels, Relative Benefit Values (RBV), and dozens of other metrics.

CTHRA's Human Capital Metrics Survey allows companies to evaluate how they compare to the industry average in areas such as productivity, Human Capital

ROI (the pre-tax profit return per dollar invested in labor costs, which includes cash compensation and benefits), median HR expenditure per employee, employee turnover, training cost expenditures and more.

While the usage of information is critical, HR must also balance responsibilities that are not as scientific in nature. A major part of our role is to help our organizations find and develop the inspiring, visionary leaders of tomorrow—as well as the technological wizards who drive ongoing change, and the sales and service experts who present each company's "face" to its customers. Of course, that's business as usual for the HR function, but in recent years technology has completely changed the nature of our job.

Thanks to readily available, easy-to-use self-service solutions, employees can perform most routine HR transactions themselves, thereby freeing up HR's time to serve as talent advisors and strategic business partners on our companies' road to success.

All of the changes that are occurring in the marketplace and within our companies coincide with a paradigm shift that is taking place among employees and dramatically impacting how they view their roles, rewards and future. According to Libby Sartain, former chief HR officer of both Yahoo! Inc. and Southwest Airlines, workers today use the sensibilities of consumers to search for overall work experiences that not only provide a sense of connection and fulfillment, but are also a part of their personal brands.

Fri in Atlanta at CTHRA's Talent Everywhere Symposium, Libby will share an important message with HR professionals: You can guide your organization through this competitive marketplace by treating your worker pool more like consumers and less like employees.

Symposium attendees from across the U.S. will also hear from technologists, information officers, and other leading experts who will share innovative solutions and forward-thinking strategies to help our industry not only deliver TV everywhere, but talent everywhere, too.

**[Chang and Hawkins are co-chairs of CTHRA's Talent Everywhere Symposium taking place Fri in Atlanta].**