

CableFAX Daily™

Monday — June 18, 2012

What the Industry Reads First

Volume 23 / No. 118

Techie Talent: Cable's HR Pros Delve Into Challenges Finding Digital Hires

Hiring 100 technologists in 100 days. It's not just a catchy phrase. **Turner** actually did it. With NCAA March Madness, TV Everywhere and more on its plate, there was an imperative that brands build out digitally quickly. "There was a strategic shift and focus in our digital area... Just about every brand is moving from just the Web to other platforms," said *Rhonda Holt*, Turner's svp, media platform technology & ops during **CTHRA's** annual Symposium in Atlanta Fri. But Turner found getting technologists to consider a cable or media company wasn't always easy, especially if they're being courted by Silicon Valley. It was sentiment echoed several times during CTHRA's annual gathering of HR execs. "It's still very difficult for people to consider our industry in the same ranks as the Apples and Googles of the world," even though we are developing the same kinds of technologies, said **Comcast** svp, chief infrastructure & info security officer *Myrna Soto*. One of the 100 in 100 hires at Turner was vp, sports media *Scott Boyarsky*. His initial reaction when Turner came calling was why would he move from NY to Atlanta. But after listening to what all the company had to offer, his view changed. "To view a big media company as a technology company, you get them excited about what they are going to do," said Holt. 90% of Turner's 100 tech jobs are Atlanta based. Some are in NY, but in conducting the initiative, it realized it needed to create a small (8 people) office in Silicon Valley. The initiative was "almost an exercise for Turner in branding as a technology company," said *Eric Bartlett*, Turner's dir of talent acquisition. Reaching this talent pool also means thinking in new ways. At Comcast, when someone from talent acquisition was having a hard time reaching a particular candidate, several voicemails hadn't been returned, Soto suggested the person send a text or try **LinkedIn**. An interview was scheduled 2 days later. "When a candidate interacts with you on these channels, it says you as a [company] value these channels," she said. "Millennials are not watching TV, and they're not picking up the phone." The old days of conducting a search on **Monster.com** and getting the 150 best applicants are gone, said Boyarsky. "We're getting creative in how we search and finding the passive talent," he said. That means identifying competitors and seeking them out in places like LinkedIn. **Weather Channel** evp, CIO *Brian Shield* compared technology hires to a sports franchise system, with a limited number of superstars, a group of free agents, some core players and the farm system. "Too often the farm system goes underutilized. The

CURRENT TV WELCOMES

JOY BEHAR

This Fall:

The Emmy® winning, irreverent and outspoken personality returns. Headlines, pop culture and politics served nightly, Behar-Style.



Catch a peek this week on
"Joy Behar: One Week Only*"
*Until the Fall

AIRS THIS MONDAY - FRIDAY
8e/5p on Current TV

CURRENT tv

BE CURRENT. GET CURRENT. LAUNCH CURRENT. EMAIL US AT AFFILIATELAUNCHES@CURRENT.COM

current.com

**Women in Cable Telecommunications,
espnW
and the Women's Sports Foundation**

present

40 FOR 40

40 Years of Title IX.

40 Women Who Have Made an Impact.

Join WICT, espnW and the Women's Sports Foundation, along with supporting sponsor Scripps Networks Interactive, as we honor forty women who have made a significant impact on society as beneficiaries of Title IX.

The event will feature a Power Panel, keynotes and a networking reception.

June 21, 2012 | JW Marriott, Washington, DC | 5:00 - 7:30 pm

To reserve a table and tickets, visit www.wict.org/40for40



CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefaxdaily.com ● fax:301.738.8453 ● Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Exec Editor: Michael Grebb, 818.945.5309, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Barbara Bauer, 301.354.1796, bbauer@accessintel.com ● Prod: Joann Fato, 301.354.1681, jfato@accessintel.com ● Diane Schwartz/SVP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

most successful sports franchises tend to have strong farm systems,” he said. Turner svp, HR *Lisa Chang* succinctly summed up the difficulties the industry faces as it races to fill tech roles: “We keep trying to run a digital company in an industrial model.” Here’s to reinventing the wheel.

Programming: Showtime’s 1st-ever awards-themed free preview via **Time Warner Cable** and **DirectTV** in L.A. and NY started Fri through Sun. -- This holiday season, **Nick** will bring its 1st full-length 30-min stop-motion animated special, “It’s A SpongeBob Christmas!,” inspired by the classic Rankin/Bass specials and the SpongeBob song released in ’09, “Don’t Be a Jerk, It’s Christmas.” -- Adding to the lineup of holiday programming is **ION**, with 5 new original telefilms. Premiering in Nov, the collection includes “Christmas Twister,” “A Christmas Wedding,” “Anything But Christmas,” “Golden Christmas 3” and “A Star for Christmas.” -- *Mike Richards* will host the pilot of **GSN** new original half-hour game show, “The Pyramid,” which will be shot later this month. Everything viewers remember about the format is returning: the celebrities, the Pyramid game board and the Winner’s Circle.

Privacy: **NTIA** will hold the 1st meeting of a privacy multi-stakeholder process July 12 to discuss issues surrounding how applications on mobile devices handle consumer data.

Technology: **NUads** interactive-TV ad platform is now available for **Xbox Live**, along with 3 advertisers already onboard. **Toyota**, **Unilever** and **Samsung Mobile USA** are the first customers using NUads to develop 30-sec interactive TV spots that will debut this fall. The new ad platform allows Xbox live users to engage with TV ads by using their **Microsoft Kinect** voice and gesture controls.

At the Portals: **FCC** comr *Ajit Pai* hired *Nicholas Degani*, ex-counsel at House Committee on Energy and Commerce, as his legal advisor focusing on wireline -- In a separate announcement, Wireline Bureau chief *Sharon Gillett* is leaving the commission to return to the Boston area. *Julie Veach*, deputy general counsel will fill the spot, effective June 30.

Spectrum Dealings: Broadcasters should have the flexibility to offer multiple bids in spectrum auctions, said a white paper co-authored by former **FCC** chief economist *Thomas Hazlett*, and *David Porter* and *Vernon Smith* of **Arlington Economics**. Station group owners should also have the flexibility to place combinatorial bids, the paper said. The authors suggested there be no maximum reserve prices in the reverse auction.

Editor’s Note: Heard of **Pinterest**? Use it? Wanna know more? 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/

Research: Despite basic sub losses, total pay-TV revenue in North America is expected to grow almost 25%, from \$99bln in ’11 to \$125bln in ’17, according to a study by **Pyramid Research**. The rise would be mainly due to current subscribers upgrading their existing services. The study tracks demand patterns for free and pay-TV services across platforms.

Political Winds: The election could swing **FCC**/government policy in several areas like spectrum aggregation limits, M&A/antitrust and certain court appeals, said a report by **Stifel Nicolaus**. Some FCC legal defeats and a GOP election victory would be good news for telcos and cable, it said, noting that the FCC may tweak TV rules on retrans consent and program access (and media ownership).

In the Courts: Austin, TX-based **DietGoal** has sued **Bravo** for posting “Top Chef” recipes on its Website. However, it’s not the recipes that attracted the lawsuit, which was filed in an East Texas federal court. Instead, DietGoal claims the recipes’ presentation violates its business-method patent for a “Method and System for Computerized Visual Behavior Analysis, Training, and Planning.”

People: **Univision** added four execs as part of its effort to expand its NY distribution and marketing team: *Rob Thun*, vp, biz operations; *Renee Plato*, svp, digital distribution; *Sarah Madigan*, svp, biz affairs; and *Carlos Alimurung*, vp, digital distribution. -- **Fox 21** promoted its founding exec *Jane Francis* to evp, overseeing scripted series for cable and unscripted programming for all nets.

Business and Finance: **Miller Tabak** raised its short-term price targets on **The Walt Disney Co** to \$53 and long-term target to \$56 specifically for better cable net and studio entertainment margin expectations.

Oops: *Scott Weber*, who joins **Charter** as evp, net operations on June 18, left **Cablevision** late last year.

CableFAX Week in Review

Company	Ticker	6/15 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	44.88	1.78%	4.97%
DISH:	DISH	27.78	(0.43%)	(2.46%)
DISNEY:	DIS	47.09	1.84%	25.57%
GE:	GE	20.00	4.77%	11.67%
NEWS CORP:	NWS	20.26	2.95%	11.44%

MSOS

CABLEVISION:	CVC	12.46	7.88%	(12.38%)
CHARTER:	CHTR	66.89	4.32%	17.47%
COMCAST:	CMCSA	31.09	2.71%	31.13%
COMCAST SPCL:	CMCSK	30.50	2.49%	29.46%
GCI:	GNCMA	8.22	17.93%	(16.04%)
KNOLOGY:	KNOL	19.57	0.33%	37.85%
LIBERTY GLOBAL:	LBTYA	47.08	0.90%	14.75%
LIBERTY INT:	LINTA	16.37	(1.92%)	0.92%
SHAW COMM:	SJR	18.70	(1.01%)	(3.46%)
TIME WARNER CABLE:	TWC	77.93	2.45%	22.59%
VIRGIN MEDIA:	VMED	22.52	(1.36%)	5.33%
WASH POST:	WPO	374.35	2.34%	(0.65%)

PROGRAMMING

AMC NETWORKS:	AMCX	38.47	0.52%	2.37%
CBS:	CBS	31.62	(1.92%)	16.51%
CROWN:	CRWN	1.59	5.30%	31.40%
DISCOVERY:	DISCA	50.62	(0.78%)	23.55%
GRUPO TELEVISIA:	TV	20.21	3.64%	(4.04%)
HSN:	HSNI	41.49	4.01%	14.42%
INTERACTIVE CORP:	IACI	45.85	1.30%	7.63%
LIONSGATE:	LGF	14.14	8.44%	69.95%
LODGENET:	LNET	1.58	9.72%	(33.89%)
NEW FRONTIER:	NOOF	1.57	(7.65%)	52.43%
OUTDOOR:	OUTD	7.02	11.96%	(5.9%)
SCRIPPS INT:	SNI	56.62	0.35%	33.47%
TIME WARNER:	TWX	36.42	5.66%	0.77%
VALUEVISION:	VVTV	1.84	5.75%	(2.13%)
VIACOM:	VIA	52.72	1.89%	(1.14%)
WWE:	WWE	7.49	(5.43%)	(19.64%)

TECHNOLOGY

ADVANTAGE:	AEY	2.18	(9.92%)	3.81%
ALCATEL LUCENT:	ALU	1.56	(1.89%)	0.00%
AMDOCS:	DOX	29.23	0.93%	2.45%
AMPHENOL:	APH	55.72	4.76%	22.76%
AOL:	AOL	25.99	(5.25%)	72.12%
APPLE:	AAPL	574.13	(1.07%)	41.76%
ARRIS GROUP:	ARRS	13.27	4.00%	22.64%
AVID TECH:	AVID	6.79	(3.82%)	(20.4%)
BLNDER TONGUE:	BDR	1.18	14.56%	(3.28%)
BROADCOM:	BRCM	34.28	0.65%	16.76%
CISCO:	CSCO	17.10	2.21%	(5.42%)
CLEARWIRE:	CLWR	1.17	(1.68%)	(39.69%)
CONCURRENT:	CCUR	4.00	5.26%	5.54%
CONVERGYS:	CVG	14.24	3.49%	11.51%
CSG SYSTEMS:	CSGS	16.22	(1.52%)	10.27%
ECHOSTAR:	SATS	26.83	(1.58%)	28.13%
GOOGLE:	GOOG	564.51	(2.75%)	(12.6%)
HARMONIC:	HLIT	4.23	(4.3%)	(16.07%)

Company	Ticker	6/15 Close	1-Week % Chg	YTD %Chg
---------	--------	------------	--------------	----------

INTEL:	INTC	27.34	3.52%	12.74%
JDSU:	JDSU	10.10	4.66%	(3.26%)
LEVEL 3:	LVLTL	21.86	2.39%	28.66%
MICROSOFT:	MSFT	30.02	1.25%	15.64%
RENTRAK:	RENT	19.49	6.56%	36.48%
SEACHANGE:	SEAC	8.13	(0.61%)	15.65%
SONY:	SNE	13.18	2.57%	(26.94%)
SPRINT NEXTEL:	S	3.09	3.69%	32.05%
TIVO:	TIVO	8.09	(1.34%)	(9.81%)
UNIVERSAL ELEC:	UEIC	12.16	(2.41%)	(27.92%)
VONAGE:	VG	1.81	1.12%	(26.12%)
YAHOO:	YHOO	15.36	(1.85%)	(4.77%)

TELCOS

AT&T:	T	35.71	3.36%	18.09%
VERIZON:	VZ	43.55	2.62%	8.55%

MARKET INDICES

DOW:	DJI	12767.17	1.70%	4.50%
NASDAQ:	IXIC	2872.80	0.50%	10.27%
S&P 500:	GSPC	1342.84	1.30%	6.78%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. GCI:	8.22	17.93%
2. BLNDER TONGUE:	1.18	14.56%
3. OUTDOOR:	7.02	11.96%
4. LODGENET:	1.58	9.72%
5. LIONSGATE:	14.14	8.44%

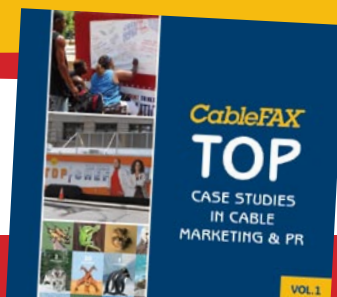
THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. ADVANTAGE:	2.18	(9.92%)
2. NEW FRONTIER:	1.57	(7.65%)
3. WWE:	7.49	(5.43%)
4. AOL:	25.99	(5.25%)
5. HARMONIC:	4.23	(4.3%)

Ramp Up Your Marketing & PR Skills with the CableFAX Top Case Studies in Cable Marketing & PR Guidebook.

THIS ONE OF A KIND BOOK is filled with strategic initiatives that are driving the dynamic cable industry forward! This Case Study Guidebook exemplifies how cable programmers, operators and vendors cut through the clutter to mount PR and Marketing efforts that worked, gained revenue, ratings points and industry buzz.

18783



Enter promo code 2011VIP and Save \$50. Order Today at www.cablefax.com/store/cfax