

CableFAX Daily™

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What the Industry Reads First

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Light Sabers and Flowers? Comic-Con Reaches Beyond Usual TV Suspects

Comic-Con is traditionally known as the largest comic book convention in the world—featuring a convention center filled with limited edition comic books and costumed convention attendees. However, the event is rapidly becoming a must-attend event for all TV nets, and we do mean all. Like **HGTV**. The net is joining forces with **Disney** for an electrifying garden exhibit inspired by the upcoming Oct release of *Tim Burton's* new film, "Frankenweenie." The stop-motion 3-D flick centers on a boy who reanimates his dead terrier and the frenzy that occurs because of it. HGTV's garden exhibit at Comic-Con, July 12-15 in San Diego, will be a recreation of a pet cemetery. *Denise Conroy-Galley*, HGTV svp of marketing and creative services, described it this way: "There's going to be deadly plants like Venus fly traps, white oleander... It's also going to be very black and white with maybe a bit of blood red; a ghoulish type of garden." While the presence of HGTV may seem out of place at Comic-Con, Conroy-Galley argues that everything fits when factoring in the Disney partnership. "It makes sense. Gardening is something very natural to HGTV, but Tim Burton is something that is natural to Comic Con," she said. The Disney association has helped to make Comic-Con one of the least expensive events for HGTV this year. For a network outside the Comic Con niche, the experience may seem a bit daunting, but HGTV has high hopes, including extending its reach to a younger audience, gaining qualified consumer leads, and attaining a "wow" factor. "Maybe people who have not interacted with the brand a ton will say, 'Oh wow, it's weird that they're here!' We want that," Conroy-Galley said. HGTV's target audience is parallel to the profile of convention attendees, appealing to affluent individuals who are in their late 20s and 30s. "You see a good bit of affluence in the folks that are going to Comic Con now. It's sort of a broader event. We think it works nicely with where we want to go," she said. HGTV won't be the only network taking advantage of a Comic-Con population of people who are passionate—and not just about comics. Take **Fox's** "Glee" for example. Comic Con attendees were thrilled to learn the musical show would be returning to the Con this year, after much speculation. On the cable end of the spectrum, HGTV will be joined by its sister net **Travel Channel** for its show "Toy Hunters," which will return for a 2nd year. The show features toy expert *Jordan Hembrough* as he searches for vintage and rare **Kenner/Hasbro** toys. Other network shows are tagging along as the niche shows lead the way. Naturally, **AMC** will

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be bringing "Comic Book Men" and "The Walking Dead" to the convention, but the network also will bring "Breaking Bad." Comic-Con is fast becoming the next South by Southwest. **[For more on what cable nets are doing at the event, visit CableFAX.com]** - Tai Parks-Barrett

Storm Update: Service outages continue 4 days after severe storms hit Mid-Atlantic states. A **Comcast** rep said service should be restored as power comes back on but more extensive damage caused by falling trees and poles would take longer to repair. The areas hit hardest were primarily in the Beltway Region and Southern NJ, and Comcast engineers are working around the clock as the MSO deploys resources from across the country, including generators, fiber and staff from other regions. The hardest hit states are outside **Charter's** service areas with the exception of New England operations in CT and MA, a spokeswoman said. However, she said storm damage to the plant was minimal. Broadband service powered through with battery backup and portable generators, she said. "Thankfully, there was no significant damage to our network. We were fortunate." Verizon's making solid progress in restoring services, said a rep. However, repair load is running 3 to 4 times normal levels. Field forces are responding to 130 downed utility poles and 762 downed copper or fiber cables in the DC, MD and VA region. The Alexandria, Arlington and Fairfax County areas of northern VA were particularly hard-hit. Verizon expects repairs to continue for several more days.

Hopper Drama: The legal battle over **DISH** ad-skipping AutoHop is picking up steam. A NY district court heard arguments Mon to determine whether lawsuits between DISH and several broadcasters will be heard in NY or LA. DISH filed a declaratory judgment suit in NY before broadcasters including **CBS**, **Fox** and **NBC** sued the DBS op in CA. They claimed the AutoHop digital video recording feature, which allows viewers to automatically skip through commercials on recorded programs, infringes copyrights and breaches contracts. A judge at the NY court issued a temporary restraining order, stopping the CA case from moving forward pending NY court ruling.

Ratings: With more than 4mln viewers, UEFA EURO '12 final on **ESPN**, a 4-0 victory by Spain over Italy, is the most watched ever for the event in the U.S. The 2.4 HH rating was up 4% vs. the previous high, Spain vs Germany in EURO '08 final on **ABC**. -- The **BET** Awards '12 special drew 7.4mln viewers Sun. -- It's a solid week for **TNT** as the net's Tues night's "Rizzoli & Isles" and "Franklin & Bash" bagged 5.4mln and 3.6mln viewers, respectively. Wed night hit "Dallas" wrangled 4.1mln viewers, including 1.4mln adults 18-49 and 1.7mln adults 25-54. Sun night, epic series "Falling Skies" drew 4.1mln viewers. -- **TBS's** "Conan" averaged more than 1mln viewers for June 25-28, up 16% over the prior week and 7% over the June average. Total audience was up 14% over the same week in '11. Key demos also showed a solid boost: The show averaged 392K adults 18-34 for the week, up 40% over the prior week and 35% over the June average. -- **Disney Junior** "Doc McStuffins" ranked as the #1 cable TV series for the 3rd consecutive week in kids 2-5 and girls 2-5 and also ranked #1 in boys 2-5. With "Doc McStuffins," "Jake and the Never Land Pirates" and "Mickey Mouse Clubhouse," the Disney Junior block held the week's top 3 cable TV series in kids 2-5 and the top 3 preschool cable TV series in women 18-49.

Programming: **GSN** added 2 new game shows as the net broadens its game-based programming lineup. "The American Bible Challenge," a 1-hour series hosted by comedian *Jeff Foxworthy*, will premiere 8pm on Aug 23, while "Beat the Chefs," an hour-long cooking competition show with host *Matt Rogers*, will premiere the same day 9pm. -- **TNT's** Wide Open TV format will return for the 6th consecutive year during the net coverage of the "Coke Zero 400 at Daytona Powered by Coca-Cola" on July 7, at 7:30pm. The race from the NASCAR Summer Series will also be simulcast for the 1st time on **truTV**. -- **Outdoor Channel's** 3Q programming lineup will see 7 new shows and more than 70 shows returning with fresh episodes. In light of popular programming blocks like "MidwayUSA Wednesday Night At the Range," the net is rolling out a series of prime-time, ad-supported blocks including "Dick's Friday Night at the Lodge," "Trophy Ridge Bowhunting Friday," "Nosler Upfront Tuesday Trophy Room," "Sportsman's Guide in-Season Thursdays" and "Carbon Express Sunday Spotlight." Meanwhile, returning in Q3, "Realtree's NASCAR Outdoors" features some of the biggest NASCAR stars going on wilderness adventures. "Ford Trucks Takes PBR Outdoors" follows in a similar vein, inviting professional bull riders to showcase their outdoorsy side. Country music star *Craig Morgan* returns with new episodes of "Craig Morgan All Access Outdoors."

BUSINESS & FINANCE

-- NBC Sports Network will air an MLS Western Conference game between Seattle Sounders FC and Colorado Rapids Sat at 11pm. -- **TLC** is expanding the bridal party to Thurs nights, kicking off the season 4 premiere of "Four Weddings" July 19 at 9pm.

Obituary: Actor *Andy Griffith*, who played Sheriff Andy Taylor in the classic TV show that bears his name, died Tues at the age of 86. **Turner Classic Movies'** 4-film memorial tribute is set to start at 8pm with *Ella Kazan's* "A Face in the Crowd." The night also features service comedy "No Time for Sergeants."

People: NFL Network svp, marketing, *Dena Kaplan* joins **The Hub** as CMO in late July. -- **Radio Disney** named **Nick** vet *Ivan Heredia* vp, marketing.

Editor's Note: Join speakers from companies including **Comcast**, **ESPN** and **Univision** as they offer their insights on the fast-growing Latino market in the next **CableFAX** Webinar on July 17. How do cable operators and programmers tap into this explosive demographic? Join us and find out. More info: http://www.cablefax.com/cfp/webinars/2012_July17/ -- Time's running out to make sure your top execs are considered for this year's **CableFAX 100** list. Submit your nominations before the July 6 deadline at <http://www.cable360.net/cablefaxmag/2012cablefax100.html>.

CableFAX Daily Stockwatch

Company	07/03 Close	1-Day Ch	Company	07/03 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	50.29	0.60	CONCURRENT:	4.05	0.13
DISH:	28.85	0.13	CONVERGYS:	14.95	0.09
DISNEY:	48.59	(0.13)	CSG SYSTEMS:	17.79	0.09
GE:	20.43	(0.06)	ECHOSTAR:	27.42	1.24
NEWS CORP:	22.90	(0.05)	GOOGLE:	587.83	7.36
MSOS					
CABLEVISION:	13.75	0.19	HARMONIC:	4.31	(0.06)
CHARTER:	72.21	0.16	INTEL:	26.86	0.20
COMCAST:	32.03	(0.23)	JDSU:	11.24	0.33
COMCAST SPCL:	31.44	(0.21)	LEVEL 3:	21.51	(0.11)
GCI:	8.94	0.21	MICROSOFT:	30.76	0.20
KNOLLOGY:	19.71	(0.01)	RENTRAK:	21.40	0.05
LIBERTY GLOBAL:	50.64	0.15	SEACHANGE:	8.20	0.05
LIBERTY INT:	17.93	0.09	SONY:	14.27	0.07
SHAW COMM:	19.27	(0.06)	SPRINT NEXTEL:	3.47	0.07
TIME WARNER CABLE:	83.79	0.47	TIVO:	8.44	0.19
VIRGIN MEDIA:	25.09	0.26	UNIVERSAL ELEC:	12.96	(0.17)
WASH POST:	380.19	(0.92)	VONAGE:	1.99	(0.01)
PROGRAMMING					
AMC NETWORKS:	38.99	(0.21)	YAHOO:	15.98	0.14
CBS:	32.82	(0.18)	TELCOS		
CROWN:	1.81	0.01	AT&T:	36.00	(0.2)
DISCOVERY:	54.55	(0.31)	VERIZON:	44.95	0.02
GRUPO TELEVISIA:	21.79	0.26	MARKET INDICES		
HSN:	41.23	0.57	DOW:	12943.82	72.43
INTERACTIVE CORP:	46.62	1.17	NASDAQ:	2976.08	24.84
LIONSGATE:	14.90	(0.09)	S&P 500:	1374.02	8.51
LODGENET:	1.38	0.05			
NEW FRONTIER:	1.65	0.04			
OUTDOOR:	7.44	0.09			
SCRIPPS INT:	57.16	(0.37)			
TIME WARNER:	38.84	0.09			
VALUEVISION:	2.13	0.01			
VIACOM:	52.03	0.41			
WWE:	8.05	0.27			
TECHNOLOGY					
ADDVANTAGE:	2.10	0.05			
ALCATEL LUCENT:	1.64	(0.01)			
AMDOCS:	30.37	0.46			
AMPHENOL:	55.19	0.50			
AOL:	28.71	0.30			
APPLE:	599.41	6.89			
ARRIS GROUP:	13.98	(0.02)			
AVID TECH:	8.19	0.35			
BROADCOM:	33.85	0.32			
CISCO:	17.15	0.07			
CLEARWIRE:	1.13	0.01			



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Think about that for a minute...

Laugh or Cry

Commentary by Steve Effros

Writing a column just before the start of a long Fourth of July weekend is not likely to be the most successful venture around, but we all do what we have to do. And in that vein, I was looking around at what some other folks did in the past week or so, and I just wasn't sure whether I should laugh or cry about it.

Much of my reaction comes from the surprise of hearing some of the things that were said, and wondering how anyone can keep a straight face through it. The primary venue was a so-called "hearing" on Capitol Hill about the "future of video."

To his everlasting credit, NCTA Chief Michael Powell testified, and did not mince words. That just doesn't work in Washington anymore. He just came out and told the Members of Congress wondering whether the cable broadband industry was going to do all the terrible things that were being ascribed by other witnesses that they were "flat out wrong!" Hooray for Michael!

Of course what he was alluding to were all of the claims that the decision of broadband suppliers to move toward a billing system that actually bills for usage is somehow "anti competitive." This is the latest whine of the folks from Netflix, who seem to have the view that they have the absolute right to leverage their business on top of the broadband infrastructure, but the folks who actually build that infrastructure should not have the temerity to charge for volume of use! Somehow usage based pricing is a plot to foil the business plans of Netflix. Of course that may be true, if the Netflix business plan assumes that bandwidth is unlimited and always will be. But for the rest of us, as the good Mr. Powell said, that notion is flat out wrong. Now understand that Michael Powell used to head the



part of the Department of Justice that is now asking all sorts of questions around the industry to determine whether there is an antitrust problem. His response: go to it. We have the absolute right to design our businesses to charge for what is used. That's what they do with electricity, with water, with food. It would be an amazing turn of events if it's OK to charge folks for food based on what they eat, but not broadband capacity based on what they use. However, to be honest, stranger things have happened!

Speaking of strange, it had to make you laugh when DISH Network's Charlie Ergen defended his new ad-skipping DVR by saying it helped parents skip over sugary food commercials, thus it was really aiding the government's effort at getting kids to eat healthy food! Now I've been known to stretch for a justification from time to time, but that one really was wonderful. Wish I'd thought of it! Of course, I don't think he needs any justification. I don't see any substantive legal challenge to a person skipping commercials. I've done it for a long time. The technology is just getting better. They'd have to roll back the "BetaMax" case. I doubt that will happen.

What was really scary was Congressman John Dingell's response. He worried about the ad skipping because it would probably mean folks would skip over political ads! You bet! And any notion that Congress should do anything to prevent that would not make me laugh or cry, it would make me scream!

Steve

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

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