

CableFAX Daily™

Friday — July 9, 2010

What the Industry Reads First

Volume 21 / No. 131

Full House: Cable Will Again Fill Many Emmy Night Seats

Announced Thurs morning, the **Prime Emmys** nominations bred much familiarity—be it with storylines, faces or shows. **HBO** (101) continued its dominance over every net on earth in total haul, for example, while **AMC** proved once again that voters are “Mad” for its content, broadcasters showed they still have vitality, and basic cable again underscored its difficulty with producing noteworthy comedy series. As **Lifetime** earned a record 11 noms and **History** a record 6, HBO’s “The Pacific” paced all programming with 24, **Discovery Channel’s** non-fiction bait received a solid 14 bites, and AMC handily led all basic cable nets with 26, including 17 for defining series “Mad Men.” “We don’t go out to win awards... it always starts with great story telling,” said AMC chief *Charlie Collier*, who nonetheless adds that the net’s recent Emmy wins and noms bolster its goal “to create programming that can stand side-by-side with the best.” At the top of the category heap—18 total including the superlatives for actors/actresses and shows/miniseries/specials/movies—cable led with 53 individual noms, compared to 36 for the big 4 broadcasters and an interesting pair for “Friday Night Lights” on **DirectTV**. AMC’s 10 beat both **ABC** (9) and **Fox** (6) and equaled **CBS**. **Showtime** earned 5 nods in the top categories, including 1 each for Best Drama (“Dexter”) and Best Comedy (“Nurse Jackie”). “We’re jumping for joy at Showtime,” said **Showtime Nets** pres, ent *Bob Greenblatt* in a statement, noting that the Drama and Comedy noms make “serial killing and prescription pill-popping look pretty good this morning.” Unattractive are basic cable’s goose egg in Best Comedy and overall cable strikeouts in supporting comedy roles. Among the 5 big comedy categories, broadcasters earned 23 total noms and cable just 6. Much more heartening: the 5 drama categories, in which cable received 18 total and broadcasters 10. Cable also excelled in the Outstanding Variety, Music or Comedy Special, Outstanding Made for TV Movie and Outstanding Supporting Actress in a Mini-series or Movie categories, earning 14 of the total 16 noms with the usual boost from HBO. Among those back for another year in the spotlight are *Kyra Sedgwick, Jon Hamm, Glenn Close, Tony Shalhoub, Michael C. Hall, and Bryan Cranston*. More notable program hauls: HBO’s “Temple Grandin” and “You Don’t Know Jack” (15 each), Lifetime’s “Georgia O’Keeffe” (9), Showtime’s “Nurse Jackie” (8), AMC’s “Breaking Bad” and Showtime’s “Dexter” (7 each), and Discovery Channel’s “Life” (6). Other net totals: Showtime (23), **FX** (9), **Comedy Central** (8), **Cartoon Net** (7), **Syfy** (6), **Bravo** (6), **Disney Channel** (5), **USA** (4), **TNT** (3), **Animal Planet** (2), **Nickelodeon** (2), **Sundance Channel** (2), **A&E** (2), **IFC** (2) and with 1 each **BET, EPIX HD, Nat Geo, TCM** and **Travel Channel**. Total haul favored cable over broadcast, 248-215, although broadcast’s total topped both ’08 and ’09, proving that cable continues to lead in the programming race but not yet in a runaway.

Comcast-NBCU: Another hearing, another list of new promises from **Comcast** for the media world once its **NBCU** transaction is complete. At Thurs’ **House Communications** subcmte hearing in Chicago, the MSO said it would put at least \$20mln into a venture capital fund for minority entrepreneurs to develop new media content and applications. **Rainbow PUSH** asked for more at the hearing—such as 25% of all vendor dollars, as well as all ad and marketing dollars, to be with minority firms (PUSH’s *Jesse Jackson* ended up not testifying. His son *Jonathan Jackson* took his place). There had

MOVING

Affiliates must register now to receive authorization. For more

SIGNAL →

G S N

information on the new Satellite AMC-11, visit <https://SIGNALMOVE.GSN.com> or contact our authorization helpline at (800) 672-4357

G S N

RE-TUNE DEADLINE JULY 21

GSN.COM

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, 301.354.1790, mgrebb@accessintel.com ● Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com ● Asst VP, Ed Director: Seth Arenstein, 301/354-1782, sarenstein@accessintel.com ● Publisher: Debbie Vodenos, 301.354-1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Carol Brault, 301.354.1763, cbrault@accessintel.com ● Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com ● Diane Schwartz/VP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Carol Brault, 301.354.1763, cbrault@accessintel.com

been hope that the hearing would be Webcast, but it didn't pan out. Video may be put on the committee's Website in the coming days. Just like Comcast announced last week that 4 of the 10 indie channels it plans to launch in the first 8 years post transaction will have Latino majority ownership, this week it said 4 will have African American majority ownership (the MSO had initially planed to launch 6 indie nets). Rainbow PUSH wants at least 10% of all its networks on the basic tier to be owned and controlled by people of color, according to prepared testimony. Jackson's group also called for data on the diversity of Comcast and NBC staffing, and wants aggressive benchmarks for people of color for Comcast-NBC entertainment and news programming. Meanwhile, a new group critical of the merger has formed, calling itself **Coalition for Competition in Media**. The group, which includes **Free Press, Natl Telecom Coop Assc, the Writers Guild of America** and 18 other groups, took out full-page ads in the *Chicago Tribune* and *Chicago Sun Times* Thurs. "If it barely fits on one page, it shouldn't be controlled by one cable company," read the ad, which listed media properties Comcast will own or have a stake in post-transaction. Comcast execs kept talking up benefits of the deal on the company's blog (comcastvoices.com).

Box Buy: TiVo scored its 2nd US operator for TiVo Premiere deployments, with **Suddenlink** set to launch the boxes in some markets in 4Q and significantly expand deployment next year. In May, **RCN** launched the Premiere in DC with other markets soon following suit. With the largest MSOs focused on Tru2way for advanced boxes, TiVo looks to be carving out a niche for itself among Tier II ops. After reviewing "a number of alternatives," Suddenlink CEO Jerry Kent said, the MSO "found that TiVo, by way of its best-in-class user experience, its leading consumer feature set, and rapid time to market is a very compelling answer." Suddenlink's VOD services will be available on the Premiere as will over-the-top broadband services offering video content. No names on which ones yet; RCN offered **Blockbuster Online** at launch and was looking at adding others, including **Netflix**. "We're doing this because we know the video marketplace is evolving," Kent said. "Our customers want choice and we want to be the pre-eminent provider of advanced services." Suddenlink and TiVo also plan joint development of a next-gen "whole home" solution for '11 deployment, which TiVo svp corp dev & strategy *Naveen Chopra* said would include a multi-room DVR. The Suddenlink-TiVo arrangement is not exclusive, but Chopra did characterize the MSO's commitment to TiVo as "significant." Kent said it was too early to discuss how Suddenlink will market the Premiere.

In the States: **Insight** subs with HD/DVR boxes now have "QuickView" channels, which show multiple mini-screens of live video streams on a single TV screen including specific genres, like sports, news, music and kids' shows. Insight is also rolling out "Primetime OnDemand," providing subs with 100+ hours of primetime programming available the next day on VOD. Participating programmers include **TBS, USA, ABC/Disney, NBC, FX** and **Bravo**.

Carriage: **DISH** became the 1st major distributor to launch **Cooking Channel HD**, with the net debuting Thurs.

Online: **MTVN** acquired social gaming development company **Social Express**, marking the company's 1st step into the social gaming space. The 1st game comes out in 3Q; MTVN will develop games based on its intellectual prop and shows.

Ratings: **Versus** averaged 484K viewers and a 0.5 HH rating for the 1st 4 days of its **Tour de France** coverage, marking the net's best start in its 10-year history as the exclusive US TV home of the Tour. Avg viewership and HH rating is up a respective 16% and 25% over last summer. Traffic at **Versus.com** is up 15% overall while page views/user are up 22%.

Programming: **CSN Mid-Atlantic** will televise all 5 of the Washington Wizards games of the **NBA Summer League** in Vegas, which will be highlighted by *John Wall's* 1st appearance since being selected by the team 1st overall in the

CableFAX THE MAGAZINE Most Influential Minorities in Cable 2010

Nomination Deadline: July 9, 2010 Enter at: www.cablefax.com/diversity

2010

Free and Easy
to Nominate

Who are cable's most influential minority executives?

Help us decide by nominating the executives you think should be included in our annual list of the Most Influential Minorities in Cable. We will rank the top 50 minorities, and run a list of the second 50, in the September issue of *CableFAX: The Magazine*.

CableFAX: The Magazine distribution includes: NAMIC/CableFAX Breakfast, Diversity Week.

Questions: Contact Jessica Clegg at jclegg@accessintel.com

Advertising Information Contact:

Debbie Vodenos, Publisher,
dvodenos@accessintel.com or 301.354.1695

Amy Abbey, Associate Publisher,
aabbey@accessintel.com or 301.354.1629

Publication Date:

September 13, 2010

BUSINESS & FINANCE

NBA draft. -- - ESPN inked with the ACC a 12-year pact for the exclusive rights to every conference-controlled football and men's basketball game, plus women's basketball and Olympic sports matchups. Starting in '11-'12, the deal covers virtually every ESPN net and platform, plus ABC.

Editor's Note: Don't miss out! Get the low-down on iTV and advanced advertising by signing up for **CableFAX's** Jul 21 Webinar. Speakers from **Canoe Ventures, Comcast, ActiveVideo** and **Ensequence** will walk you through it all. More info at http://www.cablefax.com/cfp/webinars/going_interactive_july21.html.

Business/Finance: Ahead of **LeBron James'** ballyhooed Thurs night decision, **MSG** shares shed 5.52% Thurs to nearly wipe away the gains it achieved over the past 5 days. Should James choose the **NY Knicks**, said **BTIG** analyst *Richard Greenfield*, the decision "would not only ensure a stronger ROI on [the co's **Madison Square Garden**] rebuild, but would have a positive impact on profitability levels across MSG's businesses." **Miller Tabak** reiterated its 'buy' rating and increased the price target to \$24 from \$23, but did make a net reduction in its rev, OCF and FCF estimates based in part on the Knicks' higher expenses with the signing of *Amare Stoudamire* (yes, there are other free agents), with offsets including "greater attendance, ticket price increases, MSG Network's viewership and ad revenue increases."

CableFAX Daily Stockwatch

Company	07/08 Close	1-Day Ch	Company	07/08 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	35.56	0.11	ARRIS GROUP:	10.58	0.34
DISH:	18.78	0.04	AVID TECH:	12.15	(0.01)
DISNEY:	33.34	0.20	BIGBAND:	3.13	(0.05)
GE:	14.83	0.21	BROADCOM:	36.20	0.58
NEWS CORP:	14.23	0.37	CISCO:	22.55	0.07
MSOS					
CABLEVISION:	25.10	0.28	CLEARWIRE:	7.11	0.02
COMCAST:	17.84	0.00	COMMSCOPE:	24.48	0.23
COMCAST SPCL:	16.81	0.12	CONCURRENT:	4.58	0.03
GCI:	8.04	0.18	CONVERGYS:	10.22	0.26
KNOLOGY:	11.13	0.35	CSG SYSTEMS:	18.56	0.37
LIBERTY CAPITAL:	44.10	0.20	ECHOSTAR:	19.67	0.31
LIBERTY GLOBAL:	27.34	0.04	GOOGLE:	456.56	6.36
LIBERTY INT:	10.49	(0.01)	HARMONIC:	5.61	0.07
MEDIACOM:	6.76	(0.03)	INTEL:	20.10	(0.04)
RCN:	14.90	0.01	JDSU:	10.13	0.16
SHAW COMM:	19.21	0.02	LEVEL 3:	1.05	0.03
TIME WARNER CABLE:	55.38	0.69	MICROSOFT:	24.41	0.11
VIRGIN MEDIA:	17.90	0.69	MOTOROLA:	6.85	0.06
WASH POST:	424.00	14.54	RENTRAK:	24.84	0.51
PROGRAMMING					
CBS:	13.95	0.62	SEACHANGE:	7.99	(0.02)
CROWN:	1.77	0.00	SONY:	27.78	0.73
DISCOVERY:	36.33	0.06	SPRINT NEXTEL:	4.41	0.15
GRUPO TELEVISA:	18.69	0.10	THOMAS & BETTS:	35.97	0.49
HSN:	26.64	0.25	TIVO:	7.73	0.36
INTERACTIVE CORP:	22.39	0.08	TOLLGRADE:	6.32	0.01
LIBERTY:	35.46	0.48	UNIVERSAL ELEC:	16.88	(0.01)
LIBERTY STARZ:	52.63	(0.18)	VONAGE:	2.34	0.04
LIONSGATE:	6.76	0.15	YAHOO:	14.60	0.20
LODGENET:	3.37	0.18	TELCOS		
NEW FRONTIER:	1.53	0.08	AT&T:	24.57	0.24
OUTDOOR:	4.89	0.04	QWEST:	5.39	0.03
PLAYBOY:	3.97	0.04	VERIZON:	26.78	0.26
SCRIPPS INT:	42.05	0.17	MARKET INDICES		
TIME WARNER:	29.60	0.48	DOW:	10138.99	120.71
VALUEVISION:	1.56	(0.02)	NASDAQ:	2175.40	15.93
VIACOM:	37.06	0.08			
WWE:	16.01	(0.09)			
TECHNOLOGY					
ADC:	8.35	0.28			
ADVANTAGE:	2.64	(0.02)			
ALCATEL LUCENT:	2.74	0.04			
AMDOCS:	27.80	(0.03)			
AMPHENOL:	40.74	0.46			
AOL:	20.56	(0.13)			
APPLE:	258.09	(0.57)			

LEARNING ON DEMAND FROM THE CABLE CENTER

GET A CABLE SKILLS BOOST WITHOUT EVER LEAVING YOUR DESK.

The Cable Center now offers two online classes:

- CableSTART is your intro to the foundations of the industry and its business models, products and competitors.
- TechSTART provides you with an understanding of basic cable technology and where it is headed in the future.

For more information, call 303.871.7471 or visit learning.cablecenter.org

PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Overlooked, Underappreciated or Unworthy?

From the “things that make you go hmmm...” department: the top 4 cable ent nets in 2Q prime viewership garnered just 14 overall **Prime Emmys** nods, including **Disney Channel** (5), **USA** (4), **TNT** (3), and **Nickelodeon**(2). 7 basic nets received greater recognition than all 4, and last year, when the quartet earned 20 noms, hardware was doled out to just 2 of the nominations (1 each for Disney and Nick). Moreover, 2 of TNT’s noms stemmed from stalwart series “The Closer” and *Kyra Sedgwick*, while just 1 of USA’s noms came within a key category, and that was for vet *Tony Shal-boub*. So, are we to assume that cable’s top 2 ent nets are whiffing with new shows? Hardly. From my vantage, the comparative dearth of high-level recognition received by the pair’s programming stems from the general ent thrust. Put another way, the argument for narrow branding and a tailored genre and/or demo focus by cable nets received validation this year from great hauls by **AMC**, for example, as well as **His-tory**, **Cartoon Net**, **Lifetime** and **Bravo**. Still, TNT is all about drama, USA’s originals own many similarities, and **FX** did pull down 9 noms of its own, so perhaps program-ming quality (though subjective) is part of the perplexing equation. No matter how the issue’s sliced, though, I guarantee that *Bonnie Hammer* and *Steve Koonin* would choose reach, ratings and ad sales over awards recognition all day, every day. Both declined comment, but Koonin in a statement did highlight an interesting aspect to all this. “Everyone at TBS is excited to see Conan get this well-deserved recognition, and we’re proud that he’ll be joining our network in November,” said Koonin. The comedi-an’s old “Tonight Show” gig was nominated for Outstanding Variety, Music Or Comedy Series. Also of note: USA recently acquired the exclusive syndication rights to **ABC’s** “Modern Family,” which earned 14 Emmy noms this year. Hmmm.... *CH*

Worth a Look: “Rizzoli & Isles,” pilot, Mon, 10p, **TNT**. Programmers must think we love homicide detectives, they’ve given us so many of them. First up is *Angie Harmon*, back in the law racket as a tough Boston detective. She’s joined by “The Sopranos” alum *Lorraine Bracco*, wasted as Angie’s overbearing mom. Sound formulaic? It is, but decently written, so it should hold audience share from “The Closer,” which returns for season VI at 9p. -- “The Glades,” pilot, Sun, 10p, **A&E**. Yet another police procedural as formulaic as “Rizzoli” but much better. Here hunky *Matt Passmore* is a smart-aleck, unconventional FL homicide dick with a penchant for golf. -- “Powering the Future,” Sat & Sun, 8-10p, **Discovery**. Several interesting ideas in this 2-pt look at alternative energy, including olive pits. *SA*

Notable: Besides the *LeBron*-mania special on Thurs, the worldwide leader has a pair of big specials next week including the 18th annual “ESPYS,” hosted by *Seth Meyers* (Wed, 9p ET, **ESPN**), and the “Home Run Derby” (Mon, 8p ET, **ESPN**, **ESPN HD**, **ESPN Deportes**, **ESPN 3D**). It’s the 1st event **ESPN 3D** will produce (it didn’t produce its World Cup broadcasts). -- “BBC World News America” returns to Haiti 6 months after the earthquake for a progress report (Mon, 7p ET, **BBC A**). *SA*

Basic Cable Rankings (6/28/10-7/04/10) Mon-Sun Prime			
1	USA	2.2	2223
2	DSNY	1.7	1726
2	TNT	1.7	1714
4	FOXN	1.4	1363
5	AMC	1.3	1236
6	HIST	1.1	1101
6	NAN	1.1	1087
8	A&E	1	994
8	FX	1	919
10	TBSC	0.9	933
10	ESPN	0.9	910
10	DISC	0.9	909
10	FAM	0.9	897
14	HGTV	0.8	829
14	FOOD	0.8	822
14	CMDY	0.8	800
14	TOON	0.8	780
14	TRU	0.8	726
14	BET	0.8	700
20	TLC	0.7	727
20	TVLD	0.7	701
20	BRAV	0.7	634
20	NKJR	0.7	508
24	SPK	0.6	627
24	SYFY	0.6	624
24	LIFE	0.6	604
24	HALL	0.6	579
24	MSNB	0.6	575
24	NKTN	0.6	324
30	EN	0.5	499
30	MTV	0.5	482
30	CNN	0.5	464
30	LMN	0.5	397
34	HLN	0.4	419
34	APL	0.4	412
34	TRAV	0.4	355
34	OXYG	0.4	287
34	NGC	0.4	275
34	HI	0.4	226
40	ESP2	0.3	339
40	VH1	0.3	327
40	WGNA	0.3	247
40	SOAP	0.3	244
40	GSN	0.3	240
40	WE	0.3	228
40	DXD	0.3	220

*Nielsen data supplied by ABC/Disney

CableFAX’s Customer Experience Management Guidebook
Lessons and Insights for the Cable Industry

CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



Sponsored by



Order your copy and start improving your customer’s experience today – www.cablefax.com/CEMbook; 888-707-5814