

# CableFAX Daily™

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What the Industry Reads First

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## Q&A: Food Network's Alton Brown Talks Cable Learning

The summer months give us the rare chance to check in with cable's on-screen talent. Few are more engaging than Alton Brown, 46, host of **Food's** "Good Eats" and "Iron Chef America." Brown flew into D.C. last month (yes, he pilots his own plane) to emcee Cable's Leaders in Learning awards luncheon. We found Brown exactly the same in person as he is on screen: erudite, opinionated, hilarious. It was not a coincidence that he was hosting this lunch, as he's fiercely proud of *Good Eats'* emergence as one of **Scripps Networks'** most sought-after series for *Cable In The Classroom*. Excerpts from our chat follow. A longer version will be posted at [cablefax.com](http://cablefax.com) later this month as Brown celebrates 100 eps of *Good Eats*. **Does the fact that you know teachers and students are watching Good Eats influence how you do the show?** Absolutely not. I don't shape my show based on any criteria whatsoever. If I make it any good at all, then I leave it alone and just keep doing it. Nobody influences me. And I'm very happy to say Food Network has never tried to influence me. I don't question it, I just make the gosh darned thing. **But we know you're involved in the lesson plans that have been created to accompany the series.** I guess the show had been on a year, a year and a half, and I started hearing kids saying they would see *Good Eats* at school. At that time, teachers were taping it at home and bringing it in [to school]. Now *Cable in the Classroom* has made that much, much easier. Once I knew it was in the system, I tried to remain aware of what the [lesson] plans were like and how it was being used. Then I heard it was being used a lot for home schooling and by home school organizations. I became very interested in that because it was being used for science, home economic and writing, of all things, which is extremely flattering. A lot of the popularity of the show was driven by children initially, getting their parents to watch. Then they began watching together. **So you're aware of your role as family entertainment?** Yes, all the Scripps Networks shows do this. The best thing I can hear from viewers is, 'We don't cook that much; we're not that into food, but we sit down and watch *Good Eats* together as a family.' Boom. Bingo. I can step away I've done everything I've wanted to do... it's like a Pixar movie, it reaches kids and adults... that's all I could ever ask for being on television. **How do you get feedback?** From people. I do a fair number of live events and I treat every one as a focus group. I don't believe in focus groups... they only lead you to lose the very best and very worst of anything. But I spend a lot of time talking to people, and I listen to them. One reason my book signings can tend to be long is that I've got this nuclear family buying this many books and this many DVDs from me—what can I learn from them in 1 minute? In 30 seconds? And I have questions I ask.

**Competition:** DirecTV plans to soon launch an **iPhone** app allowing certain subs access to live **NFL** game streams through both 3G and WiFi tech. Streaming availability is limited to the DBS op's **Sunday Ticket** customers who also order the **Superfan** add-on, which together run approx \$400/yr. Separately, the DBS op's interactive sports coverage bows for the 1st time this week (Thurs and Fri) from the **British Open**.

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**In the States:** **Continental Airlines** now offers on certain aircraft  **DirecTV** service featuring  **USA, Discovery, A&E, CNN, ESPN, Animal Planet, History** and  **Food Net**. The service costs \$6 for coach travelers. -- Launched in beta,  **AmazonWireless.com** offers cell phones and wireless service plans, including multiple handsets from  **AT&T** and  **Verizon**.

**In the States:**  **Rentrak** inked with  **HSN** a linear measurement deal to evaluate the net's programming and on-air talent appeal while overlaying purchase trend data aimed to help it better leverage programming to maximize product sales.

**Online:**  **Comcast's On Demand Online** trial will feature TV and movie content from  **HBO** and  **Cinemax** as value adds to the MSO's subs who receive the premium nets. The duo plans to initially offer a total of 750 hours/month of content nationwide, including full eps of "True Blood" and "Entourage." The pact signifies an iteration of  **HBO Go**, the online service 1st announced by  **Time Warner** chief  *Jeff Bewkes* at The Cable Show that had been in testing in WI. The brand name may be used in future pacts with other operators, said the net, while the related tech has shed a download app in favor of a browser base for streaming. --  **ESPN** bowed Mon an ad-supported channel on  **YouTube**, and announced  **Under Armour** and  **LG Electronics** as premiere sponsors. The  **ESPN Video Player** will be integrated into the channel, for which ESPN will control ad inventory. Short form content from the sports giant is also featured on YouTube's sports homepage. --  **Fox Latin America Channels'** new  **Brightcove**-enabled online VOD service offers through  **MundoFox.com** more than 800 hours of ad-supported content and has generated 1.5mln uniques and 2.5mln page views since Jun 16. --  **MyLifetime.com** launched a dedicated "Project Runway" (Aug 20) site featuring more than 500 exclusive video clips and contestant-specific info. --  **IONLife.com** joined with  **Howcast.com** to share short-form content from  **ION Life** and the latter site's original fare.

**On the Hill:** A group of minority broadcast groups including  **Entravision Comm, Spanish Broadcasting System** and the  **Natl Assoc of Black Owned Broadcasters** sent a letter to Treasury Sec  *Tim Geithner* seeking financial assistance to stave off insolvency. "Minority-owned broadcasters are close to becoming an extinct species," the letter said. "Financial foreclosure will roll back decades of work by the federal government to encourage more minority voices in the broadcasting industry."

**Research:** The global paid online video segment will reach \$3.8bln this year, according to  **Strategy Analytics**, while overtaking for the 1st time the free online video segment (\$3.5bln). Together the segments will grow 38%/yr until '12, led by the paid segment.

**VOD:**  **ReelzChannel** inked with  **Charter** and  **DISH** deals to make some of its content available as part of the ops' VOD marketing efforts.

**Technology:** Starting this fall, customers with Internet-connected TVs running  **Yahoo! TV Widgets** will be able to rent and buy through those sets feature films from the  **Roxio CinemaNow** service. --  **Ericsson** is plunging \$1.5bln into a South Korean research and development center dedicated to  **LTE** tech, a rival to  **WiMAX** that  **AT&T** and  **Verizon** plan to adopt.

**Carriage:**  **Comcast** added  **Retirement Living TV** in the retiree-rich markets of Jacksonville and Miami, FL. The net's deal to rebroadcast  **NBC's** "Meet the Press" kicks in Mon, with eps airing at 7 and 10pm.

**Ratings:**  **Lifetime's** "Drop Dead Diva" garnered a 2.2 HH rating and 2.8mln viewers Sun night to become the net's highest-rated original drama series debut since "Army Wives" bowed in '07. -- Launched in tandem last Tues with Sci Fi's rebrand to  **Syfy**, scripted original "Warehouse 13" delivered a 2.5 HH rating, 3.5mln total viewers, 1.7mln 25-54s and 1.3mln 18-49s during its 2-hr premiere. The series garnered the 3rd-highest total viewership ever for a net original behind the debuts of "Stargate Atlantis" (4.2mln) and "Eureka" (4.1mln). --  **ABC Family's** "10 Things I Hate About You" bowed last Tues as the net's top comedy series debut ever among total viewers (1.6mln), 18-34s (509K), women 18-34 (396K), 18-49s (734K) and women 18-49 (574K).

**Programming:**  **TLC** docudrama "Police Women of Broward County" (Aug 6) spotlights the work and personal lives of 4 FL cops. -- Competition reality series "Model Latina" returns Aug 2 as  **Si TV's** biggest original programming initiative. --  **Nat Geo's** "Hitler's Hidden Holocaust" (Aug 2) provides rare footage of the autocrat's dark legacy. --  **Lifetime** acquired from  **Warner Bros TV** the off-net rights to  **CBS** series "The New Adventures of Old Christine," set for a fall '10 debut. --  **WGN America** joined  **Comedy Central** in picking up rights to  **NBC's** "30 Rock," set to hit the net in '11.

# BUSINESS & FINANCE

**On the Circuit:** The US Dept of State's Bureau of Educational and Cultural Affairs and mtvU announced the 4 winners of the Fullbright-mtvU fellowships to promote the music as a global force for mutual understanding. Winners will conduct research abroad in Malawi, Brazil, Morocco, and India for 1 academic year on projects about intl musical culture. They will share experiences via video reports, blogs and podcasts that will be showcased on mtvU and mtvU.com.

**Honors:** The Natl Academy of TV Arts & Sciences tapped CNN Productions to receive the President's Award at this year's News & Documentary Emmy Awards (Sept 21) for significant and distinguished contributions to broadcast journalism and documentary filmmaking.

**People:** FCC chmn Julius Genachowski appointed Steven VanRoekel managing dir and Austin Schlick genl counsel. -- **Tennis Channel** named Patrick Wilson svp, distribution. -- **Planet Green** tapped Rob Jacobson as svp, marketing. -- **Move Networks** appointed Roxanne Austin pres/CEO.

**Business/Finance:** DirectTV reseller MDU Comm inked an agreement to acquire from Rocket Broadband Nets 4K subs located in 31 MDU properties in NY. -- Mobile video management firm QuickPlay Media closed on a \$12mln funding round led by GMP Securities.

## CableFAX Daily Stockwatch

Company	07/13 Close	1-Day Ch	Company	07/13 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
BROADCASTERS/DBS/MMDS			AMPHENOL:	32.00	0.56
BRITISH SKY:	30.96	0.10	APPLE:	142.34	3.82
DIRECTV:	23.66	0.19	ARRIS GROUP:	11.86	0.36
DISH:	14.67	(0.19)	AVID TECH:	11.33	0.12
DISNEY:	22.70	0.29	BIGBAND:	4.72	0.20
GE:	11.46	0.68	BLNDER TONGUE:	1.36	0.01
HEARST-ARGYLE:	4.50	0.00	BROADCOM:	24.92	0.64
NEWS CORP:	9.82	0.20	CISCO:	18.57	0.23
<b>MSOS</b>					
CABLEVISION:	17.84	0.16	CLEARWIRE:	5.83	0.09
COMCAST:	13.52	0.26	COMMSCOPE:	24.37	0.22
COMCAST SPCL:	13.02	0.17	CONCURRENT:	5.31	0.27
GCI:	6.85	0.40	CONVERGYS:	8.48	(0.08)
KNOLOGY:	7.60	(0.16)	CSG SYSTEMS:	14.02	0.47
LIBERTY CAPITAL:	11.77	(0.03)	EHOSTAR:	15.64	0.27
LIBERTY ENT:	25.42	0.10	GOOGLE:	424.30	9.90
LIBERTY GLOBAL:	15.35	0.10	HARMONIC:	5.57	0.06
LIBERTY INT:	5.20	0.05	INTEL:	16.49	0.45
MEDIACOM:	4.31	0.08	JDSU:	5.23	0.18
SHAW COMM:	15.66	0.24	LEVEL 3:	1.42	0.00
TIME WARNER CABLE:	29.86	0.75	MICROSOFT:	23.23	0.84
VIRGIN MEDIA:	9.81	0.08	MOTOROLA:	6.04	(0.01)
WASH POST:	351.79	3.99	OPENTV:	1.27	0.04
<b>PROGRAMMING</b>					
CBS:	5.98	0.01	PHILIPS:	19.51	1.30
CROWN:	1.57	(0.03)	RENTRAK:	16.34	0.22
DISCOVERY:	22.38	(0.07)	SEACHANGE:	7.93	0.13
EW SCRIPPS:	2.27	0.24	SONY:	24.08	0.23
GRUPO TELEVISA:	16.50	(0.04)	SPRINT NEXTEL:	4.30	(0.06)
HSN:	8.93	0.17	THOMAS & BETTS:	26.60	0.35
INTERACTIVE CORP:	16.11	0.28	TIVO:	9.11	0.39
LIBERTY:	26.64	0.89	TOLLGRADE:	5.69	0.71
LODGENET:	3.36	0.09	UNIVERSAL ELEC:	19.43	1.08
NEW FRONTIER:	2.18	(0.05)	VONAGE:	0.34	(0.01)
OUTDOOR:	5.92	(0.03)	YAHOO:	15.01	0.08
PLAYBOY:	2.45	0.02	<b>TELCOS</b>		
RHI:	2.53	(0.01)	AT&T:	23.77	0.33
SCRIPPS INT:	27.04	0.00	QWEST:	3.86	0.10
TIME WARNER:	24.43	0.48	VERIZON:	29.05	0.43
VALUEVISION:	1.47	0.06	<b>MARKET INDICES</b>		
VIACOM:	22.16	0.55	DOW:	8331.68	185.16
WWE:	12.69	0.32	NASDAQ:	1793.21	37.18
<b>TECHNOLOGY</b>					
3COM:	3.91	0.06			
ADC:	6.72	0.12			
ADVANTAGE:	1.66	(0.24)			
ALCATEL LUCENT:	2.29	0.20			
AMDOCS:	21.68	0.33			

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# CORPORATE LICENSES



CableFAX Daily™

# WHAT THE INDUSTRY READS FIRST.



# EYE ON ADVERTISING

## Beyond the Goal...

With the multiplatform world bearing down on advertisers, brands and the entire cable industry, a complicated landscape has emerged. Yet **Media Storm** co-founder/managing director *Craig Woerz* says it's all about finding audiences wherever they are—and maximizing impact for clients. **CableFAX** Exec Editor *Michael Grebb* asked this CableFAX Sweet 16 inductee to give his take on what advertisers want from cable and why.

### What can the cable nets do to better woo advertisers?

You often hear “price, price, price.” Everyone gets that. And at a certain point, the economy will bounce back. The networks have amazing programming. And the tide will shift back again probably to a seller's market. What we need to do now is listen to people's goals beyond the goal. The agency's going to have one goal, but the client really has a different goal.

### So price isn't everything?

No one is going to be judged on a senior marketing level job on the fact that they delivered X amount of impressions for 25 or 30 percent less than 2008. But, oh by the way, sales still dropped 30 or 40 percent. That's still failure. So when you come down to it, what advertisers want us to do is to have the media listen to them. Not on pricing. That's kind a given that they're going to work with them on pricing and flexibility. What they really want us to do is to make sure the media understand what's the goal inside the goal. What are we looking to achieve? Why am I advertising on television? Why am I doing this on-demand ad? What is my purpose?—so they can help us craft something that's successful.

### Of course, TV isn't yet as measurable as some other platforms. Is that a problem?

CW: We're finding ways around that, actually. We have never judged television on its ability to drive mass GRPs

[gross ratings points]. Most of our clients don't have the budgets to buy in that type of bulk, so what we typically do is utilize all data to figure out what are the media... If I know I'm launching a show and it has high hopes for the Hispanic audience, using **Visible World**, I'm going to message differently inside those cable zones with a high propensity of having Hispanic adults than I will in the non-Hispanic zones. Then on the back end, we're using the data again because a lot of technology from **Navic** and others allows us to get reports back on networks and the number of clicks or retractions we're getting. And it's interesting because a lot of the more broad-based stuff is not delivering as efficiently as some of the niche stuff.



### What about social media? Is cable capitalizing on it enough?

Advertisers have continuously gone toward the next shiny ring, which is now **Facebook** and used to be **MySpace**. They're trying to figure out how to monetize **Twitter**. But in doing so, they're still forgetting the basics. If I'm just going to advertise a watch on Facebook, I'm probably not going to be successful. If you're going to go into the social media space, which can be extremely effective and provide longevity, buzz and awareness... then do it with something that's socially relevant. If you don't have something socially relevant, maybe that's not the greatest place to go until you figure it out.

### As you know, Canoe Ventures aims to give advertisers more addressability and flexibility. Yet it has been moving more slowly than some would like. Do you have confidence Canoe will eventually figure this out?

Absolutely. Canoe is a great punching bag for the entire industry. But even though Canoe has offset their launch, they're offsetting the launch because the people they're going to have to sell to in many ways will only give them one shot.

I'm starving, who was weakest in Q1 again?

I don't know. I told you to ask MediaBiz.

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