

# CableFAX Daily™

Friday — July 15, 2011

What the Industry Reads First

Volume 22 / No. 135

## Premium Programming: It Abounds on Cable, Whether Basic or Pay

See ya later, broadcasters. Instead of cable vs broadcast, the competitive race for total Prime Emmys nominations now chiefly involves premium and basic cable nets, with the latter group nearly prevailing this year on the continued strength of **AMC** (29), quality laughs at **Comedy Central** (11) and a surprising 10 nods for **ReezChannel's** "The Kennedys." **History** established another record with 7—all for special "Gettysburg"—but could've set the bar even higher if it hadn't decided to pass on "The Kennedys" after commissioning the miniseries. ReelzChannel CEO *Stan Hubbard* gave his own nod to History and the people behind the controversial piece Thurs, saying he respects how painstakingly everyone worked toward accuracy. "And now, to be completely validated by their peers... that's what means so much to me," he said. ReelzChannel had already reaped benefits from "The Kennedys" before Thurs, with Hubbard saying the net has doubled its avg viewership and tripled its prime audience since the miniseries' pickup was announced in Feb. Expect similar projects from the net going forward, he said. Meanwhile, in typical fashion **HBO** led the world with 104 nods as its miniseries "Mildred Pierce" earned 21 to lead all content. **Showtime** garnered 21, Starz 9 and Epix 2. AMC trailed only HBO among cable channels (CBS paced broadcasters with 50), and "Mad Men" scored 19 to lead all TV series by the slightest of margins over HBO's "Boardwalk Empire." "Today's recognition is incredibly rewarding, and we are obviously pleased AMC's programming has been so broadly embraced," said AMC boss *Charlie Collier*. "It never gets old and we don't take an ounce of it for granted." Mad and Boardwalk are up for outstanding drama series along with HBO's "Game of Thrones," Showtime's "Dexter," **DirectTV's** "Friday Night Lights" and CBS' "The Good Wife." No cable comedy series made the grade, while **ABC's** "Modern Family" received 17 noms. Other network tallies: **FX** (6), **Nickelodeon** (6), **Cartoon Net** (6), **Discovery Channel** (5), **Bravo** (5), **Travel Channel** (4), **Lifetime** (3), **OWN** (3), **TNT** (3), **TCM** (3), **TBS** (3), **TV Land** (3), **A&E** (2), **Animal Planet** (2), **BIO** (2), **Sundance Channel** (2), **ESPN** (2), **Disney Channel** (2), and with 1 apiece **Disney XD**, **USA**, **Syfy**, **Teen Nick**, **MTV**, **Fox Movie Channel**, **Fuse** and **BBC America**.

**At the Portals:** Kinda like the **Energizer** bunny, **WealthTV's** carriage complaint against 4 MSOs keeps going and going. This week, the programmer asked the **FCC** to reconsider its decision to adopt the Administrative Law Judge's

CableFAX Webinar

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recommended decision that said Wealth failed to show that **Time Warner Cable, Bright House, Cox and Comcast** discriminated against it. WealthTV believes there are serious questions as to whether the Commission's prior decision "has been irreparably tainted" by FCC staff who have "switched sides" to work for one of the MVPDs. It's referring not only to former Commissioner *Meredith Attwell Baker's* hop to Comcast, but *Cristina Pauzé, Robert McDowell's* former media issues legal adviser, who joined Time Warner Cable. Wealth's petition also points to the FCC's expected order updating program carriage rules.

**Exclusively Encore:** While **Encore** is entering the premium pay TV original program game Aug 1, don't take the change to mean it is dropping its movie-centric brand. "Encore has a deep inventory of films, and that's the strength of Encore. That's what we've built over the past 20 years since we launched it. We just see the originals as complementing the movies and giving viewers another element of programming, and adding just a sprinkle of something that's exclusive and very promotable and marketable," said Starz Ent evp, programming *Stephan Shelanski*. First up is the mini-series adaption of "Moby Dick," featuring *William Hurt* and *Ethan Hawke* on Aug 1. That's the same day that Encore plans to launch its 8th channel, **Encore Espanol**, and make **Movieplex** its own commercial-free premium channel. Also coming Aug 1: more HD and a rebranding of existing Encore theme channels. In the fall, Encore will bow another original mini, "The Take," based on *Martina Cole's* crime thriller. For '12, the net plans to have a new event every Q, whether it's a series or miniseries. Encore's target audience is typically in the 30-49 range and fairly equally balanced between the genders, Shelanski said. While the originals on Encore will be vastly different from Starz's offerings, there are takeaways from Starz. "Having a year-around presence of originals is really important so that we always have something new to promote to the consumer as well as affiliates," Shelanski said.

**Editor's Note:** Join us on Wed, July 20 for an eye-opening Webinar on Connected TV and what it means to cable. More info: [http://www.cablefax.com/cfp/webinars/2011\\_july20.html](http://www.cablefax.com/cfp/webinars/2011_july20.html)

**On the Hill:** The **House Communications** subcmte dived into Internet privacy Thurs, with **FCC** chmn *Julius Genachowski* testifying that some updating of the Communications Act's network-oriented privacy rules is appropriate for the digital age. Speaking of privacy, Rep *Anna Eshoo* (D-CA) called on **Commerce** chmn *Fred Upton* (D-MI) to probe the hacking scandal at **News Corp**. The *AP* reported Thurs that the FBI was investigating whether News sought to hack the phones of 9/11 victims.

**In the States:** **Midcontinent** intro'd MidcoNet Xstream Wideband, which provides speeds up to 100Mbps to more than 250K subs. The MSO also launched **ESPN3.com** as part of the upgrade. -- **Cox** officially launched its wireless services in Roanoke and Northern VA. -- **T-Mobile** doubled the speed of its 4G network to 42Mbps in 56 additional markets, including Boston, Indianapolis and D.C.

**Opportunism:** **Blockbuster** continues to aggressively reach out to movie customers following **Netflix's** rate hike earlier this week, launching a limited time national promo aimed at NFLX subs who switch to Blockbuster Total Access. Those who switch will receive a free 30-day trial, and afterward subjected to monthly fees of \$9.99 for 1 DVD at a time and \$14.99 for 2. The prices are more expensive than NFLX's comparables, but Blockbuster's stressing the availability of more recent releases and unlimited in-store exchanges. In any event, most NFLX subs appear hopping mad about the price changes. **BTIG** analyst *Richard Greenfield* said the company has been flooded with recent phone calls and wait times have soared, and 74% of respondents to an informal *USA Today* poll said they plan to ditch NFLX.

**Programming:** **WE** increased its Season 2 ep order of "Braxton Family Values" to 19 from 13 and pushed up the premiere to Nov 8 from '12, citing viewer feedback and buzz. -- During the 4th season debut of "Breaking Bad" (Sun), **AMC** will offer a first-look video from the upcoming return of "The Walking Dead." -- **HBO** picked up the North American rights to *Martin Scorsese* film "George Harrison: Living in the Material World." -- **Turner Sports** welcomed *Shaquille O'Neal* as an analyst across its NBA asset portfolio, including its studio show alongside *Ernie Johnson, Kenny Smith* and *Charles Barkley*. -- **VH1's** "Ton of Cash" (Aug 17) features host *Dhani Jones* and 14 contestants vying for \$1mln by attempting to haul 2,000 pounds of cash from L.A. to Las Vegas without losing a buck. -- **ION TV** acquired from **Starz Media** the rights to 6 film titles including "The Open Road" and "Traitor." -- **MTV** picked up a 2nd season of "Teen Wolf."

# BUSINESS & FINANCE

**On the Circuit:** SCTE's Sustainability Management Subcmte will unveil drafts of its first 2 standards for energy mgmt at its Sept meeting in Dallas. The proposals address recommended energy conservation and efficiency practices for critical systems as well as product environmental requirements for cable facilities that address considerations such as temperature, humidity and environmental design.

**People:** Mike Zeigler was upped to vp, ops and field mgmt for **Cox Media**. He'll continue to report to *Billy Farina*, but will now have dotted-line accountability to *Jill Campbell*, svp, ops for **Cox Comm.** -- **Time Warner Cable** tapped former **Joost** CEO *Matthew Zelesko* as svp, Web Services & Technology. -- *Ted A'Zary* was upped to svp, research for **Syfy** and **Chiller**, and *Susan Lape* to vp, primary research.

**Business/Finance:** **Sprint** will confirm a network-sharing agreement with **LightSquared** during its earnings call next week, according to reports. Meanwhile, the telco's own 4G plans remain unknown, and viability questions continue to dog **Clearwire**, shares of which established a 52-week low of \$3.18 Thurs before rebounding slightly. -- **Nexstar** acquired for an undisclosed amount the assets of **GoLocal.Biz**, which provides local directory, coupon, movie and entertainment listings to all of the broadcaster's community Websites.

## CableFAX Daily Stockwatch

Company	07/14 Close	1-Day Ch	Company	07/14 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	52.14	(0.69)	BIGBAND:	2.09	(0.01)
DISH:	30.95	(0.66)	BROADCOM:	32.88	(0.42)
DISNEY:	39.58	0.02	CISCO:	15.43	(0.14)
GE:	18.53	0.02	CLEARWIRE:	3.26	(0.09)
NEWS CORP:	15.99	(0.37)	CONCURRENT:	6.10	(0.01)
<b>MSOS</b>					
CABLEVISION:	26.10	(0.17)	CONVERGYS:	13.09	(0.31)
CHARTER:	56.86	0.10	CSG SYSTEMS:	18.49	(0.23)
COMCAST:	24.43	(0.14)	ECHOSTAR:	36.82	(0.47)
COMCAST SPCL:	23.63	(0.17)	GOOGLE:	528.94	(9.32)
GCI:	12.16	(0.36)	HARMONIC:	6.69	(0.16)
KNOWLOGY:	14.37	(0.31)	INTEL:	22.27	(0.21)
LIBERTY CAPITAL:	85.13	(1.53)	JDSU:	14.73	(0.35)
LIBERTY GLOBAL:	43.71	(0.66)	LEVEL 3:	2.32	(0.12)
LIBERTY INT:	17.23	(0.35)	MICROSOFT:	26.47	(0.16)
SHAW COMM:	22.56	0.02	MOTOROLA MOBILITY:	21.27	(0.18)
TIME WARNER CABLE:	77.46	(0.42)	RENTRAK:	18.62	0.15
VIRGIN MEDIA:	27.68	(0.04)	SEACHANGE:	10.50	(0.05)
WASH POST:	417.68	1.84	SONY:	26.73	(0.33)
<b>PROGRAMMING</b>					
AMC NETWORKS:	37.25	0.24	SPRINT NEXTEL:	5.29	(0.12)
CBS:	27.36	(0.61)	THOMAS & BETTS:	53.20	(0.24)
CROWN:	1.79	(0.06)	TIVO:	10.13	(0.33)
DISCOVERY:	41.59	(0.23)	UNIVERSAL ELEC:	24.62	(0.71)
GRUPO TELEVISIA:	21.69	(0.71)	VONAGE:	4.54	(0.15)
HSN:	33.40	(0.63)	YAHOO:	14.63	(0.28)
INTERACTIVE CORP:	37.09	(0.65)	<b>TELCOS</b>		
LIBERTY:	40.81	(0.47)	AT&T:	30.58	(0.24)
LIBERTY STARZ:	73.79	(0.52)	VERIZON:	36.88	(0.06)
LIONSGATE:	6.87	0.06	<b>MARKET INDICES</b>		
LODGENET:	2.94	0.03	DOW:	12437.12	(54.49)
NEW FRONTIER:	1.36	(0.04)	NASDAQ:	2762.67	(34.25)
OUTDOOR:	6.69	(0.14)	S&P 500:	1308.87	(8.85)
SCRIPPS INT:	47.70	0.67			
TIME WARNER:	35.76	(0.05)			
VALUEVISION:	8.40	(0.22)			
VIACOM:	56.62	(0.21)			
WWE:	9.78	(0.01)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.53	(0.04)			
ALCATEL LUCENT:	5.08	(0.18)			
AMDOCS:	30.70	0.38			
AMPHENOL:	50.39	(0.93)			
AOL:	19.37	(0.38)			
APPLE:	357.77	(0.25)			
ARRIS GROUP:	11.46	(0.07)			
AVID TECH:	20.05	0.05			



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**PROGRAMMER'S PAGE** with Chad Heiges and Seth Arenstein

**Prime Emmys Notes**

Cable gained more overall nods this year than last while broadcast's total fell, but the Big 4 dominated the major categories. Excluding guest star nods and miniseries/movie, broadcast earned 9 of the top 30 drama nominations (show, actor, actress, supporting actor/actress) and 25 of the top comedy noms for a total of 34. Cable pulled down 23 and **DirectTV** 3 for "Friday Night Lights." Carrying cable's meek comedy flag are **Showtime** (*Laura Linney, Edie Falco* and *Matt LeBlanc*), **TV Land** (*Betty White*) and **FX** (*Louis CK*). Kudos to Louis CK, who's now the only basic cable nominee in the comedy actor category besides *Tony Shalhoub* (**USA's** "Monk") in at least 11 years. How long until basic cable earns its 1st win for outstanding comedy series? Or at least helps prevent broadcast from making the comedy series categories a complete laugher annually? The ability of cable to take creative chances in dramas is often cited as the primary reason for the industry's success with the genre; time to further push the envelope with comedies, much like FX has done and continues to do. The net deserves additional notice for earning nods in drama categories as well; it's not easy to excel with both genres. As for net families, newly public **AMC Nets** easily led with 31 overall noms, followed by **Viacom** (22), **Turner** (15), **A+E Nets** (14), **Discovery Comm** (10), **NBCU** (7), **Fox** (7) and **Disney** (5). Imagine the landslide victory for AMC if "Breaking Bad" would've been eligible for noms. Moving to individual people or shows, will this be the year that *Jon Hamm* finally wins the best drama actor hardware (sorry Jon, my vote goes to *Timothy Olyphant*)? It's a shame *Kyra Sedgwick* was snubbed as her stalwart **TNT** show "The Closer" winds down. **USA's** "Burn Notice" earned a single nom, for sound mixing, and none of the net's other popular series received love. *CH*

**Highlights:** "Deadly 60," Mon, 10 & 10:30pm, **Nat Geo Wild**. At a glance *Steve Backshall* looks like a dark-haired *Steve Irwin*. And his accent and love of dangerous animals make a comparison inevitable. Backshall's approach is more transparent. Where it was Irwin, an animal and his viewer, Backshall keeps his camera and sound man in view. Regardless, Backshall's entertaining search for deadly creatures makes him a worthy Irwin heir and his adventures fit perfectly with the name of this fledging network. -- "Breaking Bad," Season 4 premiere, Sun, 10pm, **AMC**. It's time your subs started watching "Breaking Bad," although it will be tough to pick up the story. And the richness of a series that feels different each season will be lost on them. Still...

**Worth a Look:** "Tough Cookies," Mon, 10pm, **Food**. Reality TV is all about young, slim beauties, right? Enter cookie shop owners Crazy Susan and Linda, 50-ish sisters who don't give a chocolate chip about glamour. Thanks to their everyman family, the series works. Of course, its geographic proximity to another reality hit—hint: one of their cookies is dubbed Jersey S'more—would seem to ensure success. -- "Awkward.," premiere, Tues, 11p, **MTV**. Parents groups may protest the teen sex, but they'll ignore the mature script and outstanding star (*Ashley Rickards*) of this dark HS comedy. *SA*

Basic Cable Rankings (7/04/11-7/10/11) Mon-Sun Prime			
1	USA	2.2	2177
2	DSNY	1.9	1886
3	TNT	1.8	1812
4	HIST	1.3	1325
4	FOXN	1.3	1320
6	HLN	1.2	1197
6	FAM	1.2	1178
8	A&E	1.1	1086
9	SYFY	1	992
10	HGTV	0.9	907
10	TBSC	0.9	893
10	ADSM	0.9	882
10	FX	0.9	856
14	NAN	0.8	841
14	DISC	0.8	818
14	FOOD	0.8	799
14	TVLD	0.8	754
14	TLC	0.8	754
14	TRU	0.8	739
14	NKJR	0.8	623
21	LIFE	0.7	737
21	ESPN	0.7	735
21	AMC	0.7	658
21	CMDY	0.7	657
21	BET	0.7	635
26	SPK	0.6	630
26	MTV	0.6	627
26	HALL	0.6	543
26	ID	0.6	488
30	MSNB	0.5	520
30	CNN	0.5	516
30	BRAV	0.5	515
30	APL	0.5	475
30	LMN	0.5	454
30	EN	0.5	445
30	NGC	0.5	358
37	VH1	0.4	428
37	DXD	0.4	279
37	OXYG	0.4	276
37	NKTN	0.4	249
37	HMC	0.4	159
42	TRAV	0.3	304
42	CMT	0.3	232
42	GSN	0.3	228
42	SCI	0.3	197
42	INSP	0.3	182

\*Nielsen data supplied by ABC/Disney

Most **CableFAX's** Powerful Women 2011 in Cable

**Who are cable's most powerful women executives?**

Help us decide by nominating the executives you think should be included in our annual list of the Most Powerful Women in Cable. We will rank the top 50 most powerful women, and run a list of the second 50, in the November 2011 issue of CableFAX: The Magazine. Nominations are open to all cable operators, programmers, vendors and trade associations.

Nominations Due: **July 29, 2011**  
 Nominate Now at: [www.cablefax.com/2011powerfulwomen](http://www.cablefax.com/2011powerfulwomen)

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**Publication Date:** November 2011