

CableFAX Daily™

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What the Industry Reads First

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Where's SpongeBob? Nick's Loss is Disney's Gain

Did **DirecTV's** loss of the **Viacom** nets just before midnight Wed help **Disney** trounce **Nick** in the ratings race last week? Well, it certainly couldn't have hurt since DirecTV accounts for about 20% of the net's subs. Disney outpaced Nick in total day viewers with 2.19mln vs 1.42mln for the week. Sure, Nick's ratings have been on a downward slide, but things haven't been quite that bad. For the week of July 2, things were much closer: 1.83mln total day viewers for Disney compared to 1.75mln for Nick. What's more, Disney had a number of accomplishments for the week. **Disney Channel** had its 1st ever #1 total day ranking with kids 2-5, girls 2-5 and boys 2-5, with the week's top 3 series in the demos ("Doc McStuffins," "Jake and the Neverland Pirates" and "Mickey Mouse Clubhouse"). Similarly, **Disney XD** delivered its most-watched week in network history in total day in kids 2-11, 6-11, 6-14 and tweens 9-14. **Cartoon**, on the other hand, didn't see a big uptick (1.36mln viewers vs 1.22mln the previous week). Then there is the matter of Nick's "SpongeBob," which frequently ranks in the top 50 cable shows for total viewers. Last week, Sponge's highest showing was 97th place (and that was Tues morning, before DirecTV lost the Viacom nets). "The central question is how much of that audience will come back when Nick returns," asked **Bernstein Research's** *Todd Juenger*. "Certainly some percentage of kids (and moms/decision makers) will get hooked on Disney programming and stay with it." In a research note, Juenger said that a focus group held Mon night with NYC moms included 2 DirecTV customers. He said when they were asked about the Nick blackout, they shrugged, seemed complacent and said, "what are you gonna do?" The bottom line for Bernstein analysts: The likelihood of a Nick ratings comeback will be more challenging. Ratings for other Viacom nets were less dramatic. **Nick Jr** saw ratings total day, total viewers fall to 508K last week vs 663K the previous week. **BET** fell to 705K total viewers in prime from 916K the week before. **MTV's** prime viewers actually increased to 641K last week from 615K the week of July 2. **Comedy Central's** prime total viewers was nearly flat at 717K vs 725K. -- Meanwhile, DirecTV and Viacom continued to talk... Viacom restored full-length eps of "The Daily Show" and "Colbert Report" to its Websites. It pulled a handful of shows during the dispute, but hundreds have remained online the entire time. On Mon night, Comedy Central's *Jon Stewart* chided parent Viacom for pulling the programs. "You're pulling the shows from the Internet? Viacom, what are you, China?" In a blog post, Viacom said Stewart's show continues to "exercise the creative and editorial freedom that makes it consistently great." Stewart's 2-cents: "None of this matters. None of this is indispensable." -- Last week, **Cox** programming chief *Bob Wilson* weighed in on the DirecTV-Viacom standoff (*Cfax*, 7/13). This week, **Time Warner Cable** dipped its toes into the waters of other distributors' fights. "Like the millions of consumers affected by it directly, we deplore that programmers have once again pulled the plug on television viewers, this time with DirecTV, Dish Networks and Time Warner Cable," read a statement from the MSO. "Consumers are tired of these disputes and so are we -- television networks can't continue to demand huge price increases and expect us to silently pass those cost increases on to our customers."

In the Courts: **Time Warner Cable** said **Nexstar** has filed suit over its decision to import the broadcasters' signals in

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some markets that lost **Hearst** stations. The MSO claims it is fully authorized by the retrans consent agreement to retransmit the signals in Hearst markets. "This carriage assures our customers of continued access to the upcoming Olympics coverage and other important programming," TWC said. "We are disappointed that Nexstar is working to assist and expand Hearst's leverage against us and our customers by bringing this suit." Last Fri, Nexstar filed an emergency petition seeking an injunction and sanctions at the **FCC**.

TiVo Doings: In **TiVo's** 1st acquisition since CEO *Tom Rogers* joined in '05, the company is buying TV ad effectiveness firm **TRA** for \$20mln. The move will beef up its consumer research and analytics as TRA matches TV exposures from 1.5mln TV homes with specific purchase transactions. As part of the deal, TRA will become a subsidiary known as TiVo Research and Analytics. The purchase gives TiVo alternative ways to measure audience behavior while increasing efficiencies in media investment, *Tara Maitra*, svp/gm, content and media sales at TiVo, told **CableFAX**. TRA is bringing some goodies over, including its 27 cable and broadcast clients and 45 ad brands. **ION Media**, **CBS** and **A&E Networks** are among the clients. TRA also holds 2 key patents: "Analyzing Return on Investment of Advertising Campaigns by Matching Multiple Data Resources" and "Using Consumer Purchase Behavior for TV Targeting." Will the deal, which gives TRA the deep pockets of TiVo, allows TRA to compete with bigger guys like **Nielsen** or **Rentrak**? CEO *Mark Lieberman* described TRA data as "complementary" to Nielsen's. The currency that Nielsen represents isn't going away but many buying and pricing decisions will be based on TRA data, he said. TRA's platform determines the effectiveness of TV ads by connecting the exposure of ads to actual purchases, helping advertisers identify the right audience and get the most out of their ad dollars, he said. TRA shares TiVo's understanding that "the existing measurement tools, which haven't kept up with advances in technology, just don't get the job done," he said. The transaction is expected to close this month. Meanwhile, Rentrak CEO *Bill Livek*, during an investor conference call, said the combination of the firm's patented process, exclusive data input relationships and institutional knowledge make for "a deep and wide competitive moat in TV..."

Carriage: More **Comcast** Xfinity subs in NJ, PA and VA can get **Outdoor Channel HD** now. The net upped its HD presence in the 3 states through a series of launches that include the Charlottesville, Danville and Martinsville areas of VA; Chester and Delaware counties in PA; Atlantic, Burlington, Cape May, Cumberland, Gloucester, Hunterdon, Mercer, Middlesex, MA, and Somerset counties in NJ.

At the Portals: A reminder to have systems check their public files... The **FCC** Enforcement Bureau said **Time Warner Cable** is apparently liable for a forfeiture of \$25K for failing to maintain and make available required records and data related to children's programming and proof of performance test during an FCC check in Kansas City last year. Bureau agents also found that **Charter** was missing children's programming records for 2Q11 during an inspection of its Athens, GA, office last year. Charter must submit a written statement within 20 days explaining each violation and what's been done to correct it. The MSO said it's preparing its response.

Marketing: Following the premiere of "Comedy Bang! Bang!" on **IFC**, producer *Scott Aukerman* will be embarking on a multi-city tour featuring a mix of live stand-up, character cameos and improvisational games along with sneak peek clips from the series. The cities include San Diego, Chicago, Seattle, DC, L.A., Boston, Portland, San Francisco, NY, Philadelphia and Vancouver. The tour was structured to have both prepared and improvised materials, Aukerman told **CableFAX**. "It will naturally be different depending on the cities," he said. The comedian is also looking to tap local performers, he

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said. Meanwhile, working with IFC has been a great experience, he said. "I have the most creative freedom I have ever had" when working with a media company, he said. The difference with the podcast version is that it's completely improvised while the team sometimes does a loose outline for TV, he said. Nonetheless, Aukerman wants to make sure the improv-spirit stays, he said.

Honors: **WICT, SCTE** and sister pub *Communications Technology* named *Jennifer Yohe Wagner* as the '12 Women in Technology Award winner. Wagner is vp, strategic business procurement for **Comcast Cable**. She'll accept the award during **Cable-Tec Expo**, Oct 17-19 in Orlando.

People: *Ross Cohen*, formerly of **Worldnow**, was named svp, digital inventory strategy for **Viacom**.

Business/Finance: **WOW!** completed its \$1.5bn acquisition of **Knology** (\$19.75/share in cash). Knology's former pres/CFO *Todd Holt* has been named CFO, reporting to WOW! pres *Steven Cochran*. *Colleen Abdoulah* continues as CEO for the overbuilder. "We're pleased to have completed this transaction so expeditiously and are excited to operate together as a combined entity," Abdoulah said. "We are honored to welcome Knology employees to the WOW! family and are committed to providing all of our customers with services that meet their needs, at a great value, backed by award-winning customer experiences."

CableFAX Daily Stockwatch

Company	07/17 Close	1-Day Ch	Company	07/17 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	48.78	0.56	CONCURRENT:	4.15	0.03
DISH:	28.90	1.28	CONVERGYS:	14.94	0.03
DISNEY:	49.35	1.49	CSG SYSTEMS:	17.66	0.10
GE:	19.72	0.13	ECHOSTAR:	26.00	0.01
NEWS CORP:	22.47	0.45	GOOGLE:	576.73	1.81
MSOS					
CABLEVISION:	13.39	0.33	HARMONIC:	3.89	(0.04)
CHARTER:	73.07	0.54	INTEL:	25.38	0.25
COMCAST:	32.33	0.50	JDSU:	8.63	(0.2)
COMCAST SPCL:	31.79	0.41	LEVEL 3:	19.87	(0.3)
GCI:	10.08	0.17	MICROSOFT:	29.66	0.22
LIBERTY GLOBAL:	52.62	1.63	RENTRAK:	19.63	0.08
LIBERTY INT:	18.08	0.29	SEACHANGE:	7.78	(0.14)
SHAW COMM:	19.75	0.10	SONY:	12.30	(0.3)
TIME WARNER CABLE:	84.86	2.15	SPRINT NEXTEL:	3.65	0.19
VIRGIN MEDIA:	25.30	0.50	TIVO:	7.95	0.02
WASH POST:	360.64	4.13	UNIVERSAL ELEC:	13.64	0.03
PROGRAMMING					
AMC NETWORKS:	42.56	0.07	VONAGE:	1.82	(0.04)
CBS:	31.97	0.47	YAHOO:	15.60	(0.04)
CROWN:	1.73	(0.03)	TELCOS		
DISCOVERY:	50.64	1.25	AT&T:	35.82	0.40
GRUPO TELEVISA:	22.71	0.47	VERIZON:	45.66	0.39
HSN:	43.13	0.29	MARKET INDICES		
INTERACTIVE CORP:	47.93	0.24	DOW:	12805.54	78.33
LIONSGATE:	14.48	0.13	NASDAQ:	2910.04	13.10
LODGENET:	1.24	(0.05)	S&P 500:	1363.67	10.03
NEW FRONTIER:	1.63	0.01			
OUTDOOR:	7.24	0.10			
SCRIPPS INT:	54.51	0.95			
TIME WARNER:	38.73	0.61			
VALUEVISION:	2.22	(0.04)			
VIACOM:	49.08	0.23			
WWE:	7.76	0.04			
TECHNOLOGY					
ADVANTAGE:	2.01	(0.09)			
ALCATEL LUCENT:	1.11	(0.26)			
AMDOCS:	29.88	0.01			
AMPHENOL:	51.36	(0.36)			
AOL:	27.93	0.08			
APPLE:	606.94	0.03			
ARRIS GROUP:	13.89	0.12			
AVID TECH:	7.03	(0.23)			
BLNDER TONGUE:	1.20	UNCH			
BROADCOM:	29.60	(1.21)			
CISCO:	16.23	0.04			
CLEARWIRE:	1.07	UNCH			

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