

CableFAX Daily™

Friday — July 27, 2012

What the Industry Reads First

Volume 23 / No. 144

Grab the Torch: NBCU to Blend Tradition, Innovation in London Olympics

With more than \$1bn in combined ad sales and an authentication strategy that will put more Olympics footage on the Web than ever, we'll go out on a limb and declare that **NBCU** ain't fooling around as it prepares for the London games. In fact, the exclusive Olympics broadcast rights holder appears determined to exploit as many platforms as exist in the known universe. "We are trying to cater to a lot of different audiences," said exec producer *Jim Bell* during a conference call Thurs from London. He promised a blend of traditional broadcast and innovative, creative content for different devices to give viewers the maximum info about the competitors, the venue, or even various locales relevant to the athletes. At the Indy Show on Tues, NBCU evp, content distribution *Matt Bond* painted the Olympics as a huge opportunity for **Comcast** to up its TV Everywhere adoption rate. "We've had a lot of learnings that we've developed over the last month or so," he said, noting the "opportunity to get a large number of people in the front door to sign up and use authentication." He said NBCU has already put "tens of millions of dollars of promotion" toward creating awareness. Meanwhile, a social media component will enable viewers to watch and interact with one another through **Facebook** and **Twitter**. Though multiplatform remains a priority, Bell said traditional broadcast is likely to dominate for some time. Fielding a question on whether most people will watch the Olympics online 4 or 8 years from now, he said "I don't know if it's a zero-sum game." And while digital has increased the demand and supply of Olympics content vs previous games, the 5-hour time difference creates challenges as the results of Olympic events will already be everywhere when NBCU's telecast begins at night. The solution is a combination of classic storytelling techniques in prime time and live online streaming, Bell said. More than 5500 hours of Olympics programming will be telecast live, on taped delay and through authenticated streams. **Synacor** vp/gm, TV Everywhere *Michael Bishara* told **CableFAX** that "the number [of authenticated subs] will grow once the torch is lit." (Synacor is the authentication agent for Olympics streaming). Meanwhile, Bell revealed that actress *Emily Blunt* and actor *Ewan McGregor* will narrate "a five-minute teaser" that will open the coverage of the opening ceremony Fri night. "It's pretty breathtaking... it will give you a sense of the flavor of our coverage and the feeling we are all having going into these games... one moment will be among the more astonishing and memorable in Opening Ceremony history, one that people will be talking about for years to come," Bell said. Chew on that...

Corporate Licenses

CableFAX Daily
WHAT THE INDUSTRY
READS FIRST.

For group subscriptions to
CableFAX Daily
or company-wide access
contact Amy Russell at
ARussell@AccessIntel.com



www.CableFAX.com

19793



THE BIGGEST EVENT OF THE YEAR

5,535 Hours. 302 Medal Events.

Broadcast. Cable. HD. On Demand. Online. On the Go.

LIVE streaming of every event at NBCOlympics.com and with the NBC Olympics Live Extra App.

Let the Games begin. Only on the networks and platforms of NBCUniversal.

JUL 27-AUG 12

Opening Ceremony starts tonight at 7:30pm on NBC

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, 818.945.5309, mgrebb@accessintel.com ● Editor: Joyce Wang, 301.354.1828, jwang@accessintel.com ● Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com ● Advisor: Seth Arenstein ● Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com ● Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com ● Marketing Dir: Barbara Bauer, 301.354.1796, bbauer@accessintel.com ● Prod: Joann Fato, 301.354.1681, jfato@accessintel.com ● Diane Schwartz/SVP and Group Publisher ● Subs/Client Services: 301.354.2101, fax 301.309.3847 ● Group Subs: Amy Russell, 301.354.1599, arussell@accessintel.com

Googlim: Google became an ISP Thurs with the launch (finally... the project's been delayed a few times) of Google Fiber in Kansas City (KS and MO). At 1 Gbps, the service is 100 times faster than the average broadband. "No more waiting. Gigabit speeds will get rid of these pesky, archaic problems and open up new opportunities for the Web," crowed a Google blog post. "Imagine: instantaneous sharing; truly global education; medical appointments with 3D imaging; even new industries that we haven't even dreamed of, powered by a gig." Google put together 3 service packages: Gigabit+Google Fiber TV for \$120 a month (\$300 installation fee will be waived), Gigabit Internet for \$70 a month (also with installation fee waived) and free 5 Gbps Internet (\$300 installation fee). Google Fiber TV subs will get a Nexus 7 tablet that can be used as a remote control. In a statement, **FCC** chairman *Julius Genachowski* praised the initiative: "Abundance in broadband speeds and capacity—moving from megabits to gigabits—will unleash breakthrough innovations in healthcare, education, business services, and more... As outlined in the National Broadband Plan, it's vital both that we connect every corner in America to broadband and that we spur next-generation innovation through next-generation broadband networks."

TWC-Meredith: Whew! **Time Warner Cable** and **Meredith** reached an extension through July 31, shortly before contracts between the op and 3 stations in MO, TN and MA expired midnight Wed. TWC hopes to finalize an agreement before that time, a spokeswoman said. In a statement, KCTV said "KCTV5 and KSMO will continue to broadcast to all of our viewers without any interruptions... We appreciate your patience, but more importantly, we are happy you'll be able to continue to watch all your favorite **CBS** and syndicated programs, plus local sports, as well as KCTV5 News without any interruptions."

At the Portals: The **Sports Fan Coalition** wants the **FCC** to sunset the sports blackout rule in 2 years despite updated NFL policy, it said in a letter to the FCC. In a May meeting, NFL owners voted to allow a lower ticket-sales threshold (from 100% to 85%) trigger for local TV carriage. However, given the mixed team reaction, it's not clear if the policy change will have any material effect or be "a Trojan Horse in shoulder pads," the coalition said.

Roku Doings: Streaming player **Roku** is getting some media money and partnerships. It received \$45mln in a new strategic investment from **News Corp**, **BSkyB**, prior Roku venture investors **Menlo Ventures** and **Globespan Capital Partners**, as well as an unnamed strategic investor. The new relationships include both financial backing and business agreements. Roku will use the money to build "further brand awareness" and increase engineering and production to support sales growth of both hardware and digital media services on the platform, including advertising, games, transactional and pay-per-view video and content packages. As part of the deal, News Corp chief digital officer *Jon Miller* will join the Roku board. Meanwhile, Roku has its eyes on smart TVs and other connected devices. This fall, it will launch the Roku Streaming Stick, a wireless, dongle-sized streaming device that integrates with newer TVs and CE devices.

Public Affairs: **Nick's** "The Big Help" pro-social campaign for kids is teaming up with First Lady *Michelle Obama's* "Let's Move!" initiative to host "Let's Move! London," an event for more than 1K American military children and American and British students July 27. The event will include sports stations, musical performances and appearances by Olympic and Paralympic legends.

Awards: **ACC** unveiled the finalists for the '12 Beacon Awards honoring excellence in cable communications and PR. Winners will be announced during the Beacon Awards Luncheon and Ceremony on Sept 13, at the Hilton NY concluding ACC's annual conference.

Programming: **Discovery Networks International** booked the 3rd season of reality series "NY Ink," set to debut on **TLC** internationally and in the U.S. '13. The new season will boast a global fee to the cast and stories with familiar faces returning. -- **Nat Geo Wild** ordered a 2nd season of its reality series "The Incredible Dr. Pol," which premieres Sat, Aug 25 at 10pm. -- **VH1** booked its 2nd scripted series "Bounce," which features pro basketball dance team LA Devil Girls and is set to start production in '13. The net's 1st scripted series "Single Ladies" is currently averaging 3.1mln total viewers during premier plus 1st encores on Mon nights.

Cybersecurity: The Senate agreed to go forward with Sen *Joe Lieberman's* (I-Conn.) cybersecurity bill Cybersecurity Act, S 3414, after Senate Majority Leader *Harry Reid* (D-NV) agreed to an open amendment process.

BUSINESS & FINANCE

The legislation seeks to protect the nation's critical infrastructure from cyber attacks. *President Obama* supports the bill but said it lacked "some of the key provisions of earlier bills."

Online: **Weather** is becoming more **Facebook** friendly with its launch of Facebook Open Graph app on weather.com. The app allows users to see who in their social network may be affected by breaking weather news.

People: **Comedy Central** promoted *Renata Luczak* and *Jenni Runyan* to vps, communications. -- *Michael Pohl* was named chmn at advanced ad tech firm **BlackArrow**. -- **Nick Animation Studios** named animation industry vet *David Steinberg* svp, production. -- **Nick** promoted *Jamie Drew* to svp, strategy and business development.

Editor's Note: This year's Presidential election is expected to be the most expensive in history—and perhaps the most lucrative for cable. Find out how political advertising could affect the cable landscape as we close in on election day during our Aug 22 Webinar. Join **Cox Media** vp, national *Brian Davis* and other experts for this interactive event. More info: http://www.cablefax.com/cfp/webinars/2012_August22/ -- Have content, will travel? Then enter our new **International Content Awards**, which recognizes cable content distributed across borders. More info: <http://www.cable360.net/cfp/events/intl-content2012/>

CableFAX Daily Stockwatch

Company	07/26 Close	1-Day Ch	Company	07/26 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	48.88	1.34	CONCURRENT:	4.19	(0.03)
DISH:	29.96	0.80	CONVERGYS:	14.71	0.24
DISNEY:	49.71	1.41	CSG SYSTEMS:	17.30	0.15
GE:	20.56	0.56	ECHOSTAR:	27.99	0.89
NEWS CORP:	22.82	0.55	GOOGLE:	613.36	5.37
MSOS					
CABLEVISION:	14.77	0.07	HARMONIC:	4.01	0.04
CHARTER:	75.80	1.60	INTEL:	25.50	0.37
COMCAST:	31.61	0.24	JDSU:	9.56	0.40
COMCAST SPCL:	31.17	0.27	LEVEL 3:	18.12	(0.32)
GCI:	9.37	0.41	MICROSOFT:	29.16	0.33
LIBERTY GLOBAL:	51.74	0.31	RENTRAK:	17.79	(0.03)
LIBERTY INT:	18.71	0.46	SEACHANGE:	7.11	(0.13)
SHAW COMM:	19.52	0.21	SONY:	11.90	0.64
TIME WARNER CABLE:	84.40	1.10	SPRINT NEXTEL:	4.05	0.68
VIRGIN MEDIA:	26.43	0.54	TIVO:	8.04	(0.12)
WASH POST:	338.55	(5.7)	UNIVERSAL ELEC:	12.93	0.18
PROGRAMMING					
AMC NETWORKS:	42.85	(0.71)	VONAGE:	1.67	(0.04)
CBS:	32.63	1.52	YAHOO:	15.80	0.30
CROWN:	1.73	0.02	TELCOS		
DISCOVERY:	50.50	1.11	AT&T:	36.30	0.97
GRUPO TELEVISA:	22.80	0.79	VERIZON:	44.46	0.74
HSN:	42.42	0.52	MARKET INDICES		
INTERACTIVE CORP:	53.12	1.94	DOW:	12887.93	211.88
LIONSGATE:	13.89	0.06	NASDAQ:	2893.25	39.01
LODGENET:	0.65	(0.13)	S&P 500:	1360.02	22.13
NEW FRONTIER:	1.56	UNCH			
OUTDOOR:	7.12	0.12			
SCRIPPS INT:	53.59	0.57			
TIME WARNER:	38.35	(0.2)			
VALUEVISION:	1.98	(0.01)			
VIACOM:	48.67	0.69			
WWE:	7.64	(0.02)			
TECHNOLOGY					
ADVANTAGE:	2.09	0.06			
ALCATEL LUCENT:	1.03	(0.03)			
AMDOCS:	28.78	0.04			
AMPHENOL:	59.93	1.27			
AOL:	31.04	1.56			
APPLE:	574.88	(0.09)			
ARRIS GROUP:	12.35	(0.82)			
AVID TECH:	7.35	0.06			
BLNDER TONGUE:	0.95	(0.02)			
BROADCOM:	33.08	0.10			
CISCO:	15.38	(0.04)			
CLEARWIRE:	1.01	0.11			



BLAZE A TRAIL • CASE STUDY COMPETITION

insights
CTAM

Share your consumer insights success and get rewarded in front of an audience of top execs at the **2012 CTAM Insights Conference**. No cost to enter. **DEADLINE IS AUG. 1**

Details and entry form at
WWW.CTAM.COM/CASESTUDY

PROGRAMMER'S PAGE

Content Conundrum

It was especially fitting this year that the **Indy Show** and the **Television Critics Association** junket happened at the same time. To one degree or another, both audiences are trying to figure out the future of content—and it's never been more confusing. On one hand, this is the Golden Age for linear cable. The recent Emmy nominations were yet another indication that cable continues to attract the best talent and most cutting-edge stories on TV. But warning signs are popping up all over the place. The business model that grew this industry into such a dominant cultural force is under siege, and no one has quite figured out what to do about it. It's interesting that as TCA critics were listening to **Google** sing the praises of **YouTube's** new original content on Wed in Los Angeles, indie ops meeting in Orlando were discussing continued challenges getting the big programmers to equip them for TV Everywhere (Congrats to **Massillon Cable's Bob Gessner**, who received **NCTC** recognition for his work in that area). True, YouTube's \$100m investment in originals—not to mention the money **Netflix** and **Hulu** are plowing into content—could end up going bust. **Needham & Co** managing dir *Laura Martin* said as much at the Indy Show when she explained in extensive detail why she doesn't think the OTT business model works long term. She's brilliant—so she could very well be right. But you know what? She could be wrong too. We all could. And as the critics party with largely overpaid TV stars in L.A., consumers are paying more for cable than ever as distributors pass on rising content costs to consumers. Some of those viewers are happy to cut or shave the cord as a result. It's a tough conundrum. And somebody better figure this one out before the business model breaks. At that point, it will be anyone's game. And Google and Netflix are already salivating. - MG

Reviews: "All the Right Moves," premiere, Tues, 9p, **Oxygen**. So you think this is about dancers? A trio of 20-ish friends/roommates and "So You Think You Can Dance" alums who really can dance want to start a 20-person dance company. A 4th roommate moved cross country to join the company, but now they want him to audition. So you think there will be drama? You think there'll be viewers? Yep. -- "I'm Having Their Baby," Mon, 11p, **Oxygen**. We were curious to see ep 2 of this docu-series about women giving up babies for adoption since we found its premiere seriously interesting. The stories only get better. A mother-to-be (who's married but conceived during an affair) decides at her sonogram she doesn't like the adoptive parents she'd chosen. -- "Burn Notice," Thurs, 9p, **USA**. This special ep contains a heavily emotional moment for Michael (*Jeffrey Donovan*) and the team, but we were asked not to reveal it. OK, what we can say is that several characters in tonight's ep are in literal and figurative tight spots, respectively. -- "Raising Izzie," Fri, 9p ET, **GMC**. Lots of tissues required, but a well-done piece about motherless sisters and the couple that rescues them. -- **TV Land** honors the late *Sherman Hemsley* with a 4-hr marathon of "The Jeffersons" eps (Sat, noon-4p).

Basic Cable Rankings (7/16/12-7/20/12) Mon-Sun Prime			
1	USA	2.1	2089
2	TNT	2.0	2010
3	DSNY	1.8	1801
4	FOXN	1.5	1513
5	HIST	1.4	1402
6	TBSC	1.3	1335
6	A&E	1.3	1285
8	FX	1.2	1195
9	HGTV	1.1	1072
9	DSE	1.1	85
11	LIFE	1.0	993
11	FOOD	1.0	984
11	ADSM	1.0	951
14	FAM	0.9	923
14	SYFY	0.9	887
16	DISC	0.8	821
16	TLC	0.8	796
16	TRU	0.8	765
19	BRAV	0.7	670
19	AMC	0.7	668
19	MSNB	0.7	651
19	ID	0.7	566
19	NKJR	0.7	515
24	ESPN	0.6	637
24	BET	0.6	549
24	CNN	0.6	548
24	CMDY	0.6	542
24	HALL	0.6	500
24	LMN	0.6	489
30	TVLD	0.5	527
30	MTV	0.5	508
30	SPK	0.5	501
30	NAN	0.5	500
30	APL	0.5	468
30	EN	0.5	459
30	VH1	0.5	455
30	NGC	0.5	391
30	DXD	0.5	377
39	ESP2	0.4	386
39	TRAV	0.4	340
39	OXYG	0.4	323
39	GSN	0.4	299
43	HLN	0.3	309
43	OWN	0.3	261
43	WGNA	0.3	217
43	SCI	0.3	215

*Nielsen data supplied by ABC/Disney

CableFAX
INTERNATIONAL
Content Awards

ENTRY DEADLINE: FRIDAY, AUGUST 3

CALL FOR ENTRIES!

Get recognized for your work creating and cultivating storytelling concepts that resonate across cultures and countries!

For more information visit:

www.CableFaxInternationalContentAwards.com