

CableFAX Daily™

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What the Industry Reads First

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Leading the Pac: Pac-12 Ready Major TVE Launch, Working on Deals

When the **Pac-12** nets come out of the gate next Wed, it won't be like other network launches. Not only are there 7 networks taking off, but the programmer has a TV Everywhere model like we've never seen before. An MVPD has the rights to offer TV Everywhere live streaming from all 7 networks to customers who are part of a package that includes any Pac-12 network. If an MSO only carried the Pac-12 AZ regional net on expanded basic in their AZ footprint, those expanded basic subs could actually receive live streams of ALL 7 networks once they were authenticated. It's something interesting watch as we see where MVPDs place the nets and which ones they carry... Packaging may change by company, said Pac-12's *Art Marquez*, svp, affil sales and marketing, noting that every single company handles TVE differently. "We're happy are partners have embraced this. They think it's a great, great part of what we're launching," he said. "Sports leagues and conferences do not allow streaming, so we're just glad they're working with us." So far, Pac-12 has distribution deals in place with **Comcast, Time Warner Cable, Cox, Bright House** and a few **NCTC** members, including **BendBroadband** and **Frontier**. Talks are underway with everyone, according to Marquez. The first live football weekend isn't until Aug 30, but Marquez believes there is a lot of interest in other Pac-12 programming, including live soccer and volleyball, and just overall interest in the launch. "I think there is so much chatter in chat rooms, **Facebook** and **Twitter**. The guys are already in training camp... I think MSOs are feeling pressure, or at least getting requests throughout the summer," he said. **DirectTV** CEO *Mike White* said earlier this summer that the DBS op is still figuring out how to offer Pac-12, but declared it wouldn't be offering all 7 channels. How distributors carry the networks (and whether they even have TVE) varies widely. For example, BendBroadband is carrying all 7 nets. In TWC's Desert Cities footprint, Pac-12 L.A. will be made available to customers with subscriptions to the Variety tier. Pac-12 National will be made available to customers with subscriptions to TWC's sports tier. Cox will offer the AZ net on its digital essential service in AZ (expanded basic customers who have a digital receiver) and Pac-12's LA regional in Orange County and Palos Verdes, CA (the net will be on Cox's Sports & Info package in San Diego and Santa Barbara). The Pac-12 National Net will be on Cox's Sports & Info package in AR, Sun Valley, ID; Kansas, Omaha, NE; and Las Vegas. Initial marketing plans for Pac-12 will include working closely with affiliated schools as well as promo spots. Also upcoming: conference Website Pac-12.org is being rebranded as Pac-12.com, which will serve as a portal into the TVE platform Pac-12 Now.

Online: **Turner** has acquired online sports property **Bleacher Report**, which has more than 10mln monthly unique visitors. **Bloomberg** is pegging the deal at less than \$200mln. Bleacherreport.com and its mobile offerings will be part of the **Turner Sports** portfolio. Turner Sports currently manages digital properties on behalf of the **NBA, NCAA** and **PGA**, oversees ad sales for **NASCAR.COM** and has a strategic sales relationship with **Yahoo! Sports**. *Brian Grey* will continue to oversee B/R as CEO, but also becomes a Turner Sports svp, reporting to Turner Sports COO *Lenny Daniels*.



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Spot: AMC is launching online video contest, “Hey DISH, Where’s My AMC?” reminding us that the DBS op’s customers have been without the net for more than a month now. AMC fans can create and submit 30- to 90-sec videos about how DISH customers feel since losing the net. A Grand Prize winner receives \$4K cash, a Canon 7D camera and the opportunity to discuss their work with AMC’s svp, production. The video also will appear on AMC social media channels. Two runners-up will each get \$1K cash.

CTHRA Research: The average salary and bonus cost per employee for programmers is \$113,534, substantially higher than at MSOs (\$55,125), primarily because of the different workforce mix, according to CTHRA’s ’12 Human Capital Metrics Survey. However, benefit costs per employee are similar across programmers and MSOs. Programmers reported an avg revenue per employee of \$1,149,600, significantly higher than MSOs’ \$605,078. While some programmers showed improved productivity vs the group’s ’10 survey, some saw a decline. Among MSOs, more firms saw a modest productivity gain. It’s a similar story regarding the net income per employee metric. Programmers had an average of \$450,610 net income per employee vs \$170,305 for MSOs. Employee engagement is a different story. The average employee tenure metric for programmers (6.68 years) and MSOs (6.69 years) is nearly identical, although rates among MSOs are a little more variable likely due to higher turnover rates in field service and customer service jobs. It appears that current economic conditions coupled with layoffs that often have a bigger impact on lower tenured employees have caused an increase in tenure levels vs. ’10. Meanwhile, the HR departments within MSOs support more employees than their programmer counterparts, as the employee to HR ratio is 59.2 for programmers and 82.4 for MSOs. However, HR expense per employee among programmers is \$3,660, more than double the MSOs’ \$1,571. The median voluntary turnover rate dropped to 8.7% in ’11, well below historical levels, according to *Rebecca Toman*, principal account manager at **PM&P**, the firm that conducted the survey on CTHRA’s behalf.

Technology: CableLabs selected **IMJ Corp’s** MG Stick as the product most likely to succeed as part of informal polling conducted following “Innovation Showcase” presentations during the CableLabs’ Summer Conference Mon. Ten firms participated in the showcase session. IMJ’s MG Stick aims to facilitate access to OTT markets for cable ops, content providers and mobile carriers. It’s designed to turn any TV with an HDMI port into a “smart” TV.

Research: **FourthWall Media** announced a new unit dubbed “MassiveData,” tasked with providing TV audience analytics from FourthWall’s aggregated return path data. FourthWall Media currently collects census-level, set-top box viewing data from millions of viewers. MassiveData will apply proprietary data-mining and analysis technologies, resulting in unique audience and programming data sets.

Programming: The “Dance Moms” spinoffs continue with **Lifetime** picking up “Abby’s Ultimate Dance Competition,” in which 12 dancers compete for a \$100K cash prize and Joffrey Ballet School Young Dancer Program scholarship. Dance Moms diva *Abby Lee Miller* will judge along with Pussycat Dolls founder *Robin Antin* and dancer/choreographer *Richard Jackson*. The 10-ep series bows in the fall. -- **CNN** is serving food! The net will convert part of the parking garage next to the Tampa Bay GOP national convention site into the “CNN Grill,” a restaurant/studio that will be available for its news and special reports programming. The same will happen when the Dems congregate in Charlotte in Sept. Wondering what’s on the menu? Let’s just say local fare in Tampa and Charlotte will be reflected. The concept was originated during the ’04 Republic National Convention in NYC with the creation of the CNN Diner. -- Ex-basketball player *Sarah Kustok* joined

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YES Network as its Brooklyn Nets reporter, covering the team within YES's Nets game telecasts and pre- and post-game shows, its Nets Magazine series, other Nets programming, and on YESNetwork.com.

Public Affairs: Fox Deportes is teaming with the **Hispanic Scholarship Fund** to promote higher education access for Hispanic students through a nationwide educational campaign that includes PSAs and on-air talent support. The program kicks off this month and runs through '13.

People: El Rey, a general entertainment net aimed at young Americans and that's launching next year, tapped former **Telemundo** and **Viacom** exec *Antoinette Alfonso Zel* as its CEO. El Rey, founded by filmmaker *Robert Rodriguez*, is among the minority nets **Comcast** has committed to launch as part of the **FCC's NBCU** merger conditions. *Dave Cassaro*, formerly pres, NBCU cable ad sales, was tapped to head the El Rey Launch team. -- **USA Nets** tapped **Disney Channel** vet *Reena Singh* as vp, original scripted programming. -- **INSP** named *Jeff Arthur* as vp, distribution/affil sales. -- **Del Ray Group** pres and former **Comcast** exec *Steve Craddock* has joined **SeaChange's** board.

Editor's Note: Well, that's all folks. TCA wrapped on Fri afternoon PST, so the rest of the issue represents the last of our coverage from the final sessions for **NatGeo** and **ESPN**. We hope you've enjoyed the coverage, and thanks again to the wonderful **CTAM** crew who helped make the packed cable portion of press tour fun to cover once again.

Nat Geo at TCA: Pssst... Wanna play some "Brain Games"? **Nat Geo** does, and this series (premieres fall) promises to entertain, perplex and in some cases just plain freak us out with puzzles, illusions, diversions and other mind-bending insights. "The show is going to empower audiences because there's a lot of what they call lean in programming and people get to participate, they get to learn something," said host *Jason Silva*. "I mean, people have these insights that give them these dopamine boosts because they're learning something novel that they didn't know before." Producers told critics they'll tackle the brain from every angle to explain how it works—while also exposing mythology such as the idea that doing crosswords can ward off dementia. "We sort of explore those myths and sort of dispel them a little bit," said exec producer *Vin Rubio*. -- **Nat Geo Wild** will enter the often sad and always infuriating world of exotic pet ownership with "Animal Intervention" (premieres fall) in which advocates try to convince clueless or in-over-their-heads owners to give up their animals to sanctuaries. One of the animal advocates is *Alison Eastwood*, daughter of Clint, who spent the 70s hanging out with an orangutan on the silver screen. Eastwood said one owner was even inspired by him to buy exotic pets. "And he said, 'Oh, I watched all those monkey movies,'" she said. "And I was like, oh, no... not what I want to hear." Joking aside, the clips shown to critics revealed a serious national problem—not only for the animals but for the owners and their neighbors who risk attack from predators and other animals not suitable as pets. "I'm a very sensitive person," said Eastwood. "I'm a huge animal lover. It's very hard for me to see animals in peril, and people in peril as well. So it was tough. It's the toughest thing I've ever done." -- Let's face it: It's easy to poke fun at a new season of Nat Geo's "Doomsday Preppers" (premieres fall) as more terrified families prepare for the worst. But then again, what if the worst comes? Won't be so funny then, will it, Mr. I Don't Need To Prepare for the Apocalypse Because I'm a Big Shot Cable Exec. "We hope we don't get the last laugh," said **Practical Preppers** co-owner *David Kobler*. "We're Americans just like you guys, and we don't want anything bad to happen to our neighbors, our country. But we want to protect our family." Exec producer *Matt Sharp* told critics that no one wants to make the families featured on the show look foolish—and he even turned that around on us. "I think it would be foolish to say that any of these things could never happen," he said. Fair enough. Guess the rest of us will just perish in the 1st wave...

ESPN at TCA: According to series exec producer *John Dahl*, the fans demanded the return of **ESPN's** "30 for 30" doc series returns for round 2 in Oct. "We're listening to our audience here... There's such an enthusiasm for it, that we want to follow up on that," he said. The criteria for this next set of director-driven films goes beyond looking at **ESPN's** last 30 years. "We're willing to break out of this, this time... if it meets the criteria that we're looking for in a film, tells a specific story that touches on larger themes," Dahl said. *Michael Bonfiglio*, whose film "You don't know Bo" is one of 6 premiering this fall, will profile the "unrealized potential" of *Bo Jackson*. "He somehow captured our imaginations in a way that nobody else has and part of that is the brevity of his career," he said. Director *Billy Corben*, a "30 for 30" veteran, profiles former NFL quarterback *Bernie Kosar* in "Broke," who, despite 10 years in the NFL and a lucrative career as a businessman, declared for bankruptcy in 2009. "I think conventional wisdom is [athletes] spend a lot of money on stupid s--t, to be perfectly frank. And, spoiler alert, they spend their money on a lot of stupid s--t," he said. -- **ESPN's** "30 for 30 Shorts," a series of short films crafted in the "30 for 30" style, will launch in Sept on *Bill Simmons' Grantland.com* and the net's digital platforms. The Governor, *Arnold Schwarzenegger* himself, was on

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hand to discuss director *Michael Zimbalist's* take on his career as a champion bodybuilder. Zimbalist was most inspired by Schwarzenegger's "will and determination" when everyone around him though he was "absolutely crazy and that bodybuilding was a complete waste of time." When Arnold was 18, the director explained, he didn't have fame and fortune to fall back on, but he turned a mandatory year of service in the Austrian Army into an opportunity. "He found all of these very innovative ways to continue his bodybuilding at all hours, even when it meant punishment from his superiors," said Zimbalist. A few examples: He built a micro gym in the barracks, ingested copious amounts of red meat and gained 25 pounds of muscle—which led to winning his first international bodybuilding tournament. "I had never saw a 'no' as a 'no.' I always heard 'yes,'" Schwarzenegger told the crowd of critics. "And every time someone said it was impossible, I always hear 'it's possible.' So I didn't care what anyone said." The film is about overcoming obstacles, he said, and illustrates that surmounting barriers in sports teaches you the value of determination in all aspects of life—and that stands true for politics as well, a field often invested in serving the status quo. "You can apply those lessons for the rest of your life, and they will be very, very helpful."

CableFAX Daily Stockwatch

Company	08/06 Close	1-Day Ch	Company	08/06 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.77	(0.39)	CONCURRENT:	4.28	0.05
DISH:	30.50	0.06	CONVERGYS:	15.60	0.20
DISNEY:	49.65	(0.12)	CSG SYSTEMS:	17.70	(0.03)
GE:	20.97	0.01	ECHOSTAR:	28.95	0.49
NEWS CORP:	23.74	0.13	GOOGLE:	642.82	1.49
MSOS					
CABLEVISION:	15.83	0.29	HARMONIC:	4.47	0.09
CHARTER:	77.59	(2.34)	INTEL:	26.31	0.08
COMCAST:	34.94	0.33	JDSU:	10.28	0.43
COMCAST SPCL:	34.03	0.36	LEVEL 3:	18.85	(0.24)
GCI:	9.78	(0.03)	MICROSOFT:	29.95	0.20
LIBERTY GLOBAL:	54.75	0.54	RENTRAK:	19.19	0.71
LIBERTY INT:	19.26	0.16	SEACHANGE:	7.71	UNCH
SHAW COMM:	19.74	0.05	SONY:	11.51	(0.13)
TIME WARNER CABLE:	89.04	(0.16)	SPRINT NEXTEL:	4.34	0.07
VIRGIN MEDIA:	27.94	0.10	TIVO:	8.81	0.07
WASH POST:	344.58	14.29	UNIVERSAL ELEC:	14.88	0.25
PROGRAMMING					
AMC NETWORKS:	43.56	0.27	VONAGE:	1.95	(0.01)
CBS:	35.50	0.44	YAHOO:	16.04	0.07
CROWN:	1.85	0.06	TELCOS		
DISCOVERY:	53.09	0.78	AT&T:	37.61	0.03
GRUPO TELEVISA:	23.31	0.20	VERIZON:	44.69	0.23
HSN:	42.83	(0.09)	MARKET INDICES		
INTERACTIVE CORP:	53.25	0.15	DOW:	13117.51	21.34
LIONSGATE:	13.04	(0.17)	NASDAQ:	2989.91	22.01
LODGENET:	0.65	(0.04)	S&P 500:	1394.23	3.24
NEW FRONTIER:	1.56	(0.02)			
OUTDOOR:	6.95	0.29			
SCRIPPS INT:	58.10	0.64			
TIME WARNER:	41.61	0.23			
VALUEVISION:	1.76	(0.04)			
VIACOM:	50.15	1.03			
WWE:	8.41	0.39			
TECHNOLOGY					
ADVANTAGE:	2.09	(0.01)			
ALCATEL LUCENT:	1.19	0.03			
AMDOCS:	31.32	0.73			
AMPHENOL:	60.34	0.55			
AOL:	33.83	1.20			
APPLE:	622.55	6.85			
ARRIS GROUP:	13.29	0.42			
AVID TECH:	8.57	0.52			
BLNDER TONGUE:	1.01	0.01			
BROADCOM:	33.90	(0.11)			
CISCO:	16.69	0.34			
CLEARWIRE:	1.42	0.12			

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