

# CableFAX Daily™

Friday — August 27, 2010

What the Industry Reads First

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## Award Winning: TV Industry Eyes Turn to Weekend Emmys

Ad-supported cable roared into the Prime Emmys last year following a dominating summer of improved and often record-setting ratings, while broadcast limped to the event with questions surrounding its programming and business model as ball and chain. This year, according to **Turner** data, the tide has turned, with summer cable viewership flat or down in key metrics such as 18-49s and broadcast's numbers showing improvement. But no matter how each party fares Sun night, a survey of cable execs cast some interesting light on TV programming overall, the Emmys process and the spoils afforded nets from awards recognition. "Shows with older audiences have an advantage with Emmys," said **FX** pres/gm *John Landgraf*. "Also, there is a bias toward glossier shows and/or shows with wealthier, more upscale characters (who are more like the Emmy voters themselves). Fashion forward is a huge advantage." True or not, it must be noted that **FX** originals, which Landgraf believes have largely been overlooked by Emmys voters in recent years, skew younger than many other cable nets and all the broadcasters. The latter group, meanwhile, still captures far more eyeballs than do cable channels, a clear strength that **AMC** gm *Charlie Collier* doesn't mind ceding. "Broadcast has the upper hand in that no one in the history of the world has ever been angry at their broadcast repair man," he said. "I favor cable for almost everything else, including the way we are able to fully nurture programs and take creative chances we believe in—even when they don't always have the benefit of broadcast's immediate reach." **AMC** has been the Emmys darling of late, particularly due to "Mad Men" and "Breaking Bad," so Collier's confidence and goodwill toward the Emmys is palpable. But irrespective of where the statuettes gravitate this weekend, many cable execs still agree that the platform's daring content is far more boon than bane. "Cable networks are... much more clearly defined and branded, and with that there's an expectation of the kind and quality of the shows," said **IFC** evp/gm *Jennifer Caserta*. "Broadcast networks have traditionally played it safer. That's not to say the shows aren't compelling or entertaining, because they are, but they're designed to appeal to the masses." Amid the cross-platform debates over content appeal and Emmys bias, additional discourse surrounds the perceived benefits enjoyed by Emmy nominees and winners. Overall, execs believe Emmys success enhances network brands—clearly a positive for cable—even if it doesn't produce notable upticks in viewers or, for premium nets, subscribers. "Nominations and wins can help change the industry and consumer perception of a network. Shows suddenly

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become 'signatures' and a brand is advanced," said **Showtime Nets** evp, corp comm *Richard Licata*. "It happened with 'Weeds' and 'Dexter' on Showtime. It happened with 'Mad Men' with AMC. And let's not forget what a little show called 'The Shield' did for FX." Added **Cox** vp, programming *Kathy Payne*, "Emmy recognition can really help to put a network 'on the map' of public awareness." And it's also something execs use as a personal barometer. "It helps me gauge what's going on in the entertainment community," said *Italia Commisso Weinand*, svp, programming and HR at **Mediacom**. "What it reinforces to me is that quality still counts and when you junky up your lineup with garbage, you're not going to get the viewers." So, of what nominated shows and actors are cable execs particularly aware? Our survey showed strong support for *Julianna Margulies* of **CBS**' "The Good Wife" for Best Drama Actress, **Showtime**'s "Dexter" and lead actor *Michael C. Hall*, and on the Best Comedy front, **ABC**'s "Modern Family." More Emmys coverage on page 4.

**Spot:** With most eyes focused on **Disney-Time Warner Cable**, **AT&T U-Verse** and **Hallmark** are locked in their own battle. The 2 have until midnight ET Tues to reach a new distribution deal or Hallmark Channel and **Hallmark Movie Channel** will go dark. "Negotiations are currently at a standstill," Hallmark said Thurs, directing viewers to a toll-free number and a Website ([www.donttakemyhallmarkchannels.com](http://www.donttakemyhallmarkchannels.com)). U-Verse (which has its own site at [att.com/fighting4you](http://att.com/fighting4you)) said that despite Hallmark's "unreasonable and inflexible demands," it's working to keep the channels on at a fair price. "Frankly, we're surprised that Hallmark has decided to take its negotiations public, instead of working with us in good faith, especially since we've made numerous offers to Hallmark," U-Verse said. "We're disappointed that Hallmark is acting in a way that may punish viewers and is trying to charge AT&T more than what similarly-sized and smaller TV competitors pay for these channels. We want to continue to carry the channels under terms similar to our current agreement." AT&T notified customers earlier in the month that the deal was expiring, calling such notifications "business as usual." Hallmark negotiated several renewals with major distributors in late '07 and '08, including Comcast and DirecTV. "We hope AT&T will recognize the extraordinary value of our channels and renew the carriage agreement. At the present time, however, talks are not progressing and it is looking more likely that Hallmark Channels will be dropped from AT&T," said Hallmark Channels pres/CEO *Bill Abbott*. A rep said the channel, which is gearing up for the launch of a *Martha Stewart* daytime block next month, has never been dropped before. AT&T answered dozens of "don't drop Hallmark" pleas on its **Facebook** page by promising to do its best to keep the channels around.

**Deals:** **RCN** post-**ABRY** acquisition will look a little like **Patriot Media**. Private investment fund ABRY announced the close of its acquisition Thurs along with the news that former Patriot Media pres *Jim Holanda* will serve as CEO for RCN's video, HSD and voice business (now a standalone business) and former Patriot pres *Steven Simmons* will serve as chmn. Simmons is the current chmn of **Choice Cable TV** of Puerto Rico, and Holanda serves as CEO. Patriot was bought for \$483mln in '07 by **Comcast**. Simmons purchased the central NJ systems that made up Patriot from RCN in '03 for \$245mln. As a result of the deal closing, there are changes among RCN employees. RCN pres/CEO *Pete Aquino* is leaving. Also departing is *Richard Ramlall*, svp, strategic external affairs & programming, with programming to be overseen by Patriot Media's *John Gdovin*. After Comcast's acquisition of Patriot Media, the op's mgmt team formed **Patriot Media Consulting**, of which Holanda and Gdovin are a part. **RCN Metro** will be separated and led by *Mike Sicoli*, previously evp, CFO of RCN. RCN shareholders will receive \$15 in cash for each share they own, with the stock no longer trading on the NASDAQ. **Waller Capital** and **Deutsche Bank Securities** acted as financial advisers to the Special Committee of RCN's board with respect to this transaction, valued at \$1.2bln. **SunTrust Robinson Humphrey** acted as exclusive financial advisor to ABRY.

**In the States:** Eisner & Shell? The *L.A. Times* reports that former **Disney** CEO *Michael Eisner* is a candidate under consideration to serve as chmn of **Tribune** once it emerges from bankruptcy protection. A scenario being discussed by sr creditors has Eisner being joined by **Comcast Programming Group** pres *Jeff Shell* as CEO, the paper reported, citing 4 anonymous people with knowledge of the talks. -- Now open to **Comcast** PA and NJ customers is Comcast4U (<https://comcast4u.comcast.com/Default.aspx>), which gives consumers access to alerts, the ability to ping Comcast CSRs, request resets for cable boxes on mobile devices and more by texting Comcast. Soon it will allow subs to pay their bills, check how close a tech is to their homes, etc.

**At the Portals:** Hey **Discovery!** You have a fan in **FCC** commish *Michael Copps*. The Dem issued a statement welcoming this week's launch of **Science Channel**'s new educational and commercial-free "Head Rush" series: "Our

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country needs to reassert its genius in science, math and engineering for the challenging and competitive 21st Century world our kids are growing up in. Initiatives like this truly serve the public interest!" Hosted by "Myth-busters" *Kari Byron*, "Head Rush" is an hour-long weekday series.

**Wireless:** A **GAO** report on the wireless industry released Thurs recommends the **FCC** expand its data collection on such metrics as special access rates, prices and cap ex in order to improve its monitoring of the wireless market. Interesting findings: the number of wireless phone sub has grown from 3.5mln in '89 to about 285mln at the end of last year, and **AT&T**, **Sprint Nextel**, **T-Mobile** and **Verizon** serve more than 90% of subs.

**Intl:** **Outdoor Channel** inked a multi-year distribution pact giving **Multi Channels Asia** exclusive access to distribute and market Outdoor Channel HD in Asia, Australia, New Zealand and India starting in Oct.

**New Chief:** Perry Simon was named gm, channels at **BBC Worldwide America**. He starts Sept 7 and will report to BBC Worldwide America pres *Herb Scannell*. Simon most recently served as chief content officer at **Sezmi**.

**Oops:** The **Disney Junior** branding and block launches in '11. The actual channel debut on what is now **SOAP-net** is in '12.

## CableFAX Daily Stockwatch

Company	08/26 Close	1-Day Ch	Company	08/26 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	37.77	0.13	ARRIS GROUP:	8.45	(0.05)
DISH:	17.77	(0.09)	AVID TECH:	11.12	(0.18)
DISNEY:	31.94	(0.17)	BIGBAND:	2.67	(0.01)
GE:	14.50	(0.07)	BLNDER TONGUE:	1.81	0.00
NEWS CORP:	13.72	(0.04)	BROADCOM:	31.85	(0.5)
<b>MSOS</b>					
CABLEVISION:	25.34	0.24	CISCO:	20.70	(0.51)
COMCAST:	17.03	(0.3)	CLEARWIRE:	6.53	0.11
COMCAST SPCL:	16.03	(0.24)	COMMSCOPE:	18.74	(0.2)
GCI:	8.42	0.08	CONCURRENT:	5.04	0.01
KNOLOGY:	12.06	(0.25)	CONVERGYS:	10.13	(0.16)
LIBERTY CAPITAL:	44.39	(0.48)	CSG SYSTEMS:	17.50	(0.11)
LIBERTY GLOBAL:	27.44	(0.31)	ECHOSTAR:	19.18	0.09
LIBERTY INT:	10.36	0.05	GOOGLE:	450.98	(3.64)
MEDIACOM:	6.77	(0.15)	HARMONIC:	5.87	(0.01)
RCN:	15.00	0.07	INTEL:	18.18	(0.3)
SHAW COMM:	20.22	0.13	JDSU:	9.74	(0.48)
TIME WARNER CABLE:	50.96	(0.71)	LEVEL 3:	1.03	(0.01)
VIRGIN MEDIA:	19.59	(0.42)	MICROSOFT:	23.82	(0.28)
WASH POST:	374.74	0.03	MOTOROLA:	7.50	0.00
<b>PROGRAMMING</b>					
CBS:	13.43	(0.14)	RENTRAK:	22.00	(0.23)
CROWN:	2.07	0.02	SEACHANGE:	8.36	(0.01)
DISCOVERY:	37.18	0.38	SONY:	28.01	(0.29)
GRUPO TELEVISIA:	18.46	(0.11)	SPRINT NEXTEL:	4.07	0.11
HSN:	26.90	(0.34)	THOMAS & BETTS:	36.47	(0.23)
INTERACTIVE CORP:	24.51	0.12	TIVO:	7.97	(0.49)
LIBERTY:	34.93	(0.32)	TOLLGRADE:	6.81	0.27
LIBERTY STARZ:	59.44	(0.24)	UNIVERSAL ELEC:	17.35	(0.15)
LIONSGATE:	6.52	(0.08)	VONAGE:	1.96	(0.08)
LODGENET:	2.38	(0.08)	YAHOO:	13.21	(0.05)
NEW FRONTIER:	1.63	0.16	<b>TELCOS</b>		
OUTDOOR:	5.29	0.02	AT&T:	26.70	(0.19)
PLAYBOY:	5.12	0.11	QWEST:	5.63	(0.01)
SCRIPPS INT:	40.05	(0.04)	VERIZON:	29.50	(0.16)
TIME WARNER:	29.91	(0.05)	<b>MARKET INDICES</b>		
VALUEVISION:	1.87	(0.04)	DOW:	9985.81	(74.25)
VIACOM:	35.62	0.15	NASDAQ:	2118.69	(22.85)
WWE:	13.83	0.00	<b>TECHNOLOGY</b>		
<b>TECHNOLOGY</b>					
ADC:	12.65	(0.02)	ADDVANTAGE:	2.78	(0.08)
ALCATEL LUCENT:	25.95	0.02	ALCATEL LUCENT:	2.57	0.01
AMPHENOL:	41.04	0.49	AMDOS:	25.95	0.02
AOL:	21.99	(0.15)	AMPHENOL:	41.04	0.49
APPLE:	240.28	(2.61)	AOL:	21.99	(0.15)
			APPLE:	240.28	(2.61)

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

**Emmys, Take II**

One Emmys theme this year is the far greater love heaped by voters on broadcast nets' comedy fare than basic cable's (premium nets are well represented). Anecdotally, ad-supported cable has become the spot to catch trenchant dramas, broadcast the place for laughter. But that's not to say cable is devoid of solid comedies, and cable execs offered some reflections on the trend. "This was the first time in a while that broadcast networks has a slate of strong comedies to choose from, but there are definitely terrific comedy series on cable that were overlooked," said **IFC** evp/gm *Jennifer Caserta*, mentioning **Comedy Central's** "South Park" and **FX's** "It's Always Sunny in Philadelphia." **FX** pres/gm *John Landgraf* agrees with the Sunny sentiment, of course, and said that "cable comedies are younger. That is a problem with Emmy voters." According to **Media-com** svp, programming and human resources *Italia Commisso Weinand*, cable should take solace in the benefits it does derive from comedy fare. "I don't think the general consumer goes to cable for comedy necessarily," she said. "But they do go for all the repeats. Look at **TV Land** and **Nick at Nite**." As for picks and snubs, **Showtime Nets** evp, corp comm *Richard Licata* said **CBS'** "Big Bang Theory" deserved a Best Comedy nod, and besides Showtime entries believes *Julianna Margulies* deserves another statuette. Landgraf thinks **HBO's** "Treme" was snubbed, and Caserta would've recognized **FX's** "Sons of Anarchy" and "Nip/Tuck" and **Fox's** "24." The pair is also high on Margulies, with Caserta citing **AMC's** "Mad Men" and "Breaking Bad," plus *Michael C. Hall* and *Bryan Cranston*, as deserving of hardware. Commisso Weinand likes Fox's "Glee." **Cox** vp, programming *Kathy Payne* is fond of Mad, Glee and **ABC's** "Modern Family," and prefers Cranston and Mad's *January Jones* for dramatic acting. *CH*

**Highlights:** "Border Wars," season II premiere, Sun, 9p, **Nat Geo**. It's hard to describe why this series about border patrol personnel is addicting, but we'll try. In the first two eps (in southern Texas), the storytelling, pacing and editing are strong and the access **Nat Geo's** cameras get is terrific. Maybe it's the chance to see a subculture. Perhaps it's the balanced view that "Wars" takes of people trying to cross the border. *SA*

**Worth a Look:** "Beyond Survival with Les Stroud," pilot, Fri, 10p, **Discovery**. Speaking of subcultures, Stroud spends time with vanishing tribes, beginning in Sri Lanka. -- "Amazing Wedding Cakes," season III premiere, Sun, 10p, **WE tv**. The show's pacing could be better, but it's amazing what can be done with butter cream and fondant. *SA*

**Notable:** Reaching 100 eps, as "Futurama" will Thurs, is a milestone (10p, **Comedy Central**). What about 900 and still pulling top ratings? Mixing sport, soap and spectacle, **WWE's** "Monday Night Raw" gets there next week (9p, **USA**), besting "Gunsmoke" (633 eps) and "Lassie" (588), but trailing *Cal Ripken Jr* (2632 games). Seen in 145 countries, Raw began in Jan '93 on USA. -- Soccer's top-paid coach, *Jose Mourinho*, debuts Sun (3p ET, **GoTV**), helming his new squad, Real Madrid, against Mallorca as La Liga begins. *SA*

Basic Cable Rankings			
(8/16/10-8/22/10)			
Mon-Sun Prime			
1	USA	2.5	2442
2	TNT	2	1961
2	DSNY	2	1941
4	FOXN	1.5	1444
5	HIST	1.4	1384
6	ESPN	1.3	1313
7	NAN	1.2	1185
8	TBSC	1.1	1140
8	A&E	1.1	1095
8	HGTV	1.1	1092
8	LIFE	1.1	1067
12	FAM	1	982
12	TOON	1	979
12	SYFY	1	958
12	TRU	1	925
16	MTV	0.9	905
16	AMC	0.9	840
16	NKJR	0.9	632
19	TLC	0.8	830
19	FX	0.8	818
19	CMDY	0.8	781
19	DISC	0.8	778
19	TVLD	0.8	772
19	FOOD	0.8	761
19	BRAV	0.8	705
26	HALL	0.7	623
26	BET	0.7	615
28	EN	0.6	625
28	SPK	0.6	551
28	MSNB	0.6	534
28	LMN	0.6	477
32	APL	0.5	468
32	OXYG	0.5	390
32	ID	0.5	301
32	NFLN	0.5	260
32	NKTN	0.5	259
37	ESP2	0.4	417
37	TRAV	0.4	393
37	CNN	0.4	385
37	GSN	0.4	275
41	HLN	0.3	321
41	VH1	0.3	315
41	CMT	0.3	276
41	SOAP	0.3	244
41	WGNA	0.3	242
41	NGC	0.3	239

\*Nielsen data supplied by ABC/Disney



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