

CableFAX Daily™

Tuesday — September 3, 2013

What the Industry Reads First

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Triple Threat: FXX Makes Its Debut Monday

Fox Soccer makes the switch to **FXX** on Mon, with the entertainment channel launching in 72mIn HHs through deals with all the major distributors. Aimed at a younger crowd than flagship **FX** (18-34s), FXX's foundation is comedies, movies and acquired series, though there are plans to expand to dramas. Ahead of opening day, we grabbed *Eric Schrier*, who along with *Nick Grad* serves as **FX Nets** pres of original programming, for a quick chat. **There are several networks launching this year targeting Millennials. Yet these are the people least likely to watch linear TV. How are you planning to win over this group?** We're taking a brand that does very well with that generation. FX is an 18-49 network, but we do very well with certain shows and segments of our programming with the 18-34 group. We're super serving them with FXX. It's going to be more geared towards them with shows like "It's Always Sunny in Philadelphia," "Totally Biased," "The League" and [upcoming series] "Chozen." And also our movie inventory—we're taking movies that service that audience and putting them in one place. **Is Netflix's 'Orange is the New Black' a show you would have liked for FXX?** It's a great show. I think it's doing really well. I don't know if it would be an FX show or an FXX show. I think it could play on either network. I don't think it embodies the kind of 18-34 spirit as some of the other product we're putting on FXX. **How do you and Nick split the workload?** We've worked together for 9 years. We have a short hand for how to work together. Having a partner makes it a lot easier to handle the volume of programming we're doing. Currently, we have 13 shows. Our goal over the next year is to go from 13 to 26 shows. It's a tag team effort. We're trying not to change a very specific process in which we work on programming from a creative standpoint. We have a great development team of svps and below... We're busier than we've ever been. We're doing more volume than we've ever done, but it's invigorating. You had one network you had to live in and a brand that you'd built over such a long period of time, there was only so much shelf space. Now with three networks, there's a lot more room. It gives us more freedom to grow the brand. **Any second thoughts on the name? It looks really good on paper, but it is sometimes tricky to say.** No. We all get a little tongue-tied once in a while. What was important to us was to keep the FX. Instead of dividing out channels into solely distinct channels that had no correlation to each other, we felt our brand was really strong. We rebranded **Fox Movie Channel** as **FXM** last year. This felt like the best way to launch a younger-skewing network. And when you see it on air, I think it looks really distinct and different and it's not hard to say because you're watching it.

Retrans: All's quiet in Sioux City, with **Cable One** and **Quincy Newspapers** reaching a new retransmission agreement Fri that keeps **KTIV's NBC** and **CW** stations on the cable system. The MSO's contract with the broadcaster was set to expire at midnight Sat. KTIV vp and gm Jerry Watson said he was thankful Cable

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One “was able to come to the middle with us.” Under the deal, CW will now be carried in HD on Cable One and the MSO will launch **Me-TV** Siouxland, KTIV 4.3. -- **CBS** and **Time Warner Cable**'s spat continued into the Labor Day weekend, with the broadcaster running ads warning TWC customers they could miss football. The spots features shots of *Eli* and *Peyton Manning*, who will face-off in the NY Giants-Denver Broncos game on Sept 15. Over at TWC's blog, TWCableUntangled.com, a video has recipients of the free antennas that the MSO is handing out talking about how they'll use them to watch football, “Under the Dome,” tennis and more.

Advertising/Marketing: **ESPN**, **Twitter** and **Verizon Wireless** teamed up to launch “Did You See That?” for college football season. ESPN will embed replays to Twitter via its college football handles and the highlights will run across ESPN's digital properties, including GameCast. Each highlight is accompanied by an 8-sec Verizon wireless ad. Look for #DidYouSeeThat on game days. -- **Time Warner Cable** is hosting a giveaway in honor of the return of “Boardwalk Empire” to **HBO**. **Twitter** users who re-tweet and follow TWC with the hashtag #WelcomeBackBWE from Sept 3-8 will be selected at random to receive a prize pack featuring a Season 3 DVD and other show-related paraphernalia. The MSO will provide fans with exclusive access to the red carpet premiere in NYC with a live-stream event beginning at 6pm ET Tues. Customers can tune into the live-stream on Time Warner Cable's Facebook page (www.facebook.com/twc) or YouTube channel (www.youtube.com/twc) for the one-hour event.

Programming: **Showtime** will bow “Made in America,” a *Ron Howard*-directed doc of last year's Made in America music festival in Philly (headlined and envisioned by *Jay Z*). It will premiere Oct 11 at 9pm and includes performances and interviews with *The Hives*, *Pearl Jam*, *Run D.M.C.*, *Jill Scott* and others. It first debuts at the Toronto Film Festival on Sept 7. -- In the canceled department: **A&E**'s “The Glades,” which wrapped up its 4th season a few days ago. -- Grab the jelly shoes and legwarmers. **The Hub** launches its “Totally Hubular '80s Movie Week” featuring flicks such as “Who Framed Roger Rabbit?” (Mon, 8pm ET) and “Big Top Pee-Wee” (Tues, 8pm).

On the Circuit: **AMC Nets** evp, comm *Ellen Kroner* will serve as honorary chair of the **WICT** Touchstones Luncheon during Diversity Week (Oct 7, NYC). The lunch will showcase Woman of the Year *Abbe Raven*, chmn of **A+E Networks**, and Women to Watch honorees *Bernadine Han* of **Time Warner Cable** and *Marjorie Kaplan* of **Discovery Comm**.

People: **FCC** acting chair *Mignon Clyburn* tapped *Mark Stephens* as acting managing dir and *David Bray* as CIO. She also announced *David Valdez* as special counsel to her office. -- *Alex Hoehn-Saric*, policy dir for **FCC** commish *Jessica Rosenworcel*, will depart the Commission.

Editor's Note: Have a relaxing Labor Day weekend! Your next issue of **CableFAX Daily** will arrive Tues.

Business/Finance: *Rupert Murdoch*'s compensation for the latest fiscal year dipped 3.7% to \$28.9mln from \$30mln. The compensation was for the past year that ended June 30. *Chase Carey*, pres/COO of **21st Century Fox**, saw his pay jump 9% to \$27.05mln.



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CableFAX honors the 2013 Program Hall of Fame Inductees September 25 • The Yale Cub, NYC

Congratulations



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Albie Hecht
EPIX and
Worldwide Biggies



Stephen G. Hill
BET Networks and
JSR Productions



Marjorie Kaplan
Animal Planet and
Science Networks

CableFAX will also honor the Program Award winners, honorable mentions and the Top Operators of the Year at the awards breakfast on September 25. Join us in celebrating them. Space is limited, so register yourself and your team today at CableFAX.com.

Two-day Packages Available:

CableFAX invites you to attend the TV Innovation Summit the day before the awards breakfast on September 24. View the entire agenda and speaker lineup. Take advantage of the two-day package and register for both events at www.CableFAXTVSummit.com.

If you have any questions, or would like to register by phone, please contact Saun Sayamongkhun at saun@accessintel.com or 301-354-1694.

CableFAX Week in Review

Company	Ticker	8/30 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDs				
21ST CENTURY FOX:	FOXA	31.33	(2.67%)	0.00%
DIRECTV:	DTV	58.18	0.52%	15.99%
DISH:	DISH	44.96	0.11%	23.52%
DISNEY:	DIS	60.83	(1.46%)	22.17%
GE:	GE	23.14	(2.69%)	10.24%
MSOS				
CABLEVISION:	CVC	17.73	(0.28%)	18.67%
CHARTER:	CHTR	121.42	(1.04%)	59.26%
COMCAST:	CMCSA	42.09	0.55%	12.66%
COMCAST SPCL:	CMCSK	40.74	0.77%	13.42%
GCI:	GNCMA	8.95	(6.48%)	(6.67%)
LIBERTY GLOBAL:	LBTYA	77.68	1.90%	23.38%
LIBERTY INT:	LINTA	22.58	(0.48%)	14.74%
SHAW COMM:	SJR	24.09	(0.58%)	4.83%
TIME WARNER CABLE:	TWC	107.35	(1.27%)	10.45%
WASH POST:	WPO	564.00	(2.64%)	54.43%

Company	Ticker	8/30 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	61.98	(4.2%)	25.21%
CBS:	CBS	51.10	(3.95%)	34.30%
CROWN:	CRWN	3.07	6.60%	65.95%
DISCOVERY:	DISCA	77.51	(3.79%)	22.10%
GRUPO TELEVISIA:	TV	25.15	(6.37%)	(5.38%)
HSN:	HSNI	53.86	(4.77%)	(2.21%)
INTERACTIVE CORP:	IACI	49.09	(2.98%)	3.92%
LIONSGATE:	LGF	35.01	(1.41%)	113.48%
SCRIPPS INT:	SNI	73.53	(1.43%)	26.95%
STARZ:	STRZA	24.96	0.85%	0.00%
TIME WARNER:	TWX	60.53	(2.93%)	26.55%
VALUEVISION:	VVTV	4.89	0.41%	171.67%
VIACOM:	VIA	79.83	0.13%	47.10%
WWE:	WWE	9.77	(3.08%)	23.83%

Company	Ticker	8/30 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.44	(4.31%)	22.61%
ALCATEL LUCENT:	ALU	2.58	(4.44%)	85.61%
AMDOCS:	DOX	36.86	(2.95%)	8.44%
AMPHENOL:	APH	75.77	(2.61%)	17.11%
AOL:	AOL	32.93	(5.75%)	11.21%
APPLE:	AAPL	487.22	(2.76%)	(8.45%)
ARRIS GROUP:	ARRS	15.67	(3.57%)	4.89%
AVID TECH:	AVID	5.39	(2.71%)	(28.89%)
BLNDER TONGUE:	BDR	0.86	(1.15%)	(25.22%)
BROADCOM:	BRCM	25.26	0.08%	(23.94%)
CISCO:	CSCO	23.31	(2.31%)	18.63%
CONCURRENT:	CCUR	7.66	(11.65%)	33.45%
CONVERGYS:	CVG	17.63	(5.77%)	7.43%
CSG SYSTEMS:	CSGS	23.54	(5%)	29.48%
ECHOSTAR:	SATS	40.26	(2.73%)	17.65%
GOOGLE:	GOOG	846.90	(2.68%)	19.72%
HARMONIC:	HLIT	7.07	(7.94%)	39.45%
INTEL:	INTC	21.98	(2.35%)	6.60%
JDSU:	JDSU	12.83	(5.31%)	(4.96%)
LEVEL 3:	LVT	22.36	(2.14%)	(3.25%)
MICROSOFT:	MSFT	33.40	(3.88%)	25.05%
RENTRAK:	RENT	24.85	4.81%	27.50%

Company	Ticker	8/30 Close	1-Week % Chg	YTD %Chg
SEACHANGE:	SEAC	10.00	(8.51%)	3.41%
SONY:	SNE	19.96	(1.24%)	78.21%
SPRINT NEXTEL:	S	6.71	(3.59%)	18.34%
TIVO:	TIVO	11.67	3.00%	(5.2%)
UNIVERSAL ELEC:	UEIC	30.16	(5.1%)	55.87%
VONAGE:	VG	3.12	(4.59%)	31.65%
YAHOO:	YHOO	27.12	(3.11%)	36.28%
TELECOM				
AT&T:	T	33.83	(1.34%)	0.36%
VERIZON:	VZ	47.38	(0.48%)	9.50%
MARKET INDICES				
DOW:	DJI	14810.31	(1.33%)	13.02%
NASDAQ:	IXIC	3589.87	(1.86%)	18.89%
S&P 500:	GSPC	1632.97	(1.84%)	14.50%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. CROWN:	3.07	6.60%
2. RENTRAK:	24.85	4.81%
3. TIVO:	11.67	3.00%
4. LIBERTY GLOBAL:	77.68	1.90%
5. STARZ:	24.96	0.85%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CONCURRENT:	7.66	(11.65%)
2. SEACHANGE:	10.00	(8.51%)
3. HARMONIC:	7.07	(7.94%)
4. GCI:	8.95	(6.48%)
5. GRUPO TELEVISIA:	25.15	(6.37%)

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