

CableFAX Daily™

Wednesday — September 8, 2010

What the Industry Reads First

Volume 21 / No. 173

Playing Foursquare: Cable Dips Toes in Geo-Location Waters

As social networking players like **Foursquare** and **Facebook** push geo-location, several cable nets have jumped on the social media trend to help promote shows and connect with customers. According to **Osnapz.com**, 5 of the top 7 companies on Foursquare are cable nets **Bravo**, **History**, **MTV**, **VH1**, and **TLC**. Bravo was early out of the gate in Jan, striking a partnership with Foursquare that has so far amassed 54K followers, 2nd only to **Zagat**. "The consumer response alone has been terrific. It reinvigorated our Guides By Bravo iPhone application, where we saw a double digit increase in downloads within two weeks," said Bravo vp *Jennifer DeGuzman*. Markets that tend to skew coastal and urban have seen the most user interaction with locales related to "Real Housewives," "The Rachel Zoe Project," and "Top Chef." Bravo also rewards users for check-ins, and they are now looking to include "Virtual Check-ins" for shows, and to continue a successful **Groupon** promotion showcasing Top Chef associated restaurants. History has used Foursquare to engage with viewers as part of a strategy to brand the network as topical and interactive. At historical locations, users receive "Fun Fact Pop Ups," and can leave tips and comments about the area. "The bottom line is that 'social media' is a misnomer; it makes the whole area sound like something you plan, analyze and use metrics that can only apply to other sorts of media," said History svp, marketing *Chris Moseley*. "Social media is a conversation you participate in. If you artificially insert yourself and overtly use it as an ad and marketing tool you can turn off fans. Our goals are to be transparent and organic, not forced." Traffic analytics show that technology hubs NY, CA, IL, and DC have been the most active areas for History. "We know that our fans are huge early-adopters for tech, and we're very confident that we're reaching our core fans," said Moseley. TLC has also made sure to defer to users, noted dir, mktg strategy *Rose Stark*. "The TLC 'Check into Summer' campaign was one of the first to position users as an 'authority' as opposed to relying solely on celebrities, businesses, etc to provide tips," she said. The network used prime-time spots to direct viewers to their Facebook page for information about Foursquare. MTV and VH1 launched Celebrity Mode, a take on Twitter's "follow" precedent for celebrity excursions. "We started out relying on talent to do check-ins, but we're now expanding to include more general groups within our brand; including MTV Music, Movies, and News," said **MTV Mobile** vp, wireless *Michael Scogin*, who noted that the promotions are not about making a massive scale impact but about getting both the talent and brand oriented with the service. "For us, the Celebrity Mode is a fun experiment, but we don't view MTV's, or Foursquare's growth to be dependent on it," said Scogin. And in the last few days, MTV launched a Foursquare initiative that gives away a trip to NYC to youth who get themselves tested for STDs and unlock the GYT (Get Yourself Tested) badge. It's Foursquare's 1st-ever cause related badge and part of MTV and the **Kaiser Family Foundation's** year-old "GYT" campaign. - *Bill Miltenberg [CableFAX plans a Webinar on use of Foursquare and other new social media techniques on Sept 29, so please mark the date and stay tuned for more info].*

Advertising: **SNL Kagan** predicts a 2.8% rebound in the US ad market this year to \$210.5bln, and forecasts cable TV and the Web as the only 2 ad sectors that will achieve more ad rev in '11 than '07. Cable's projected to notch



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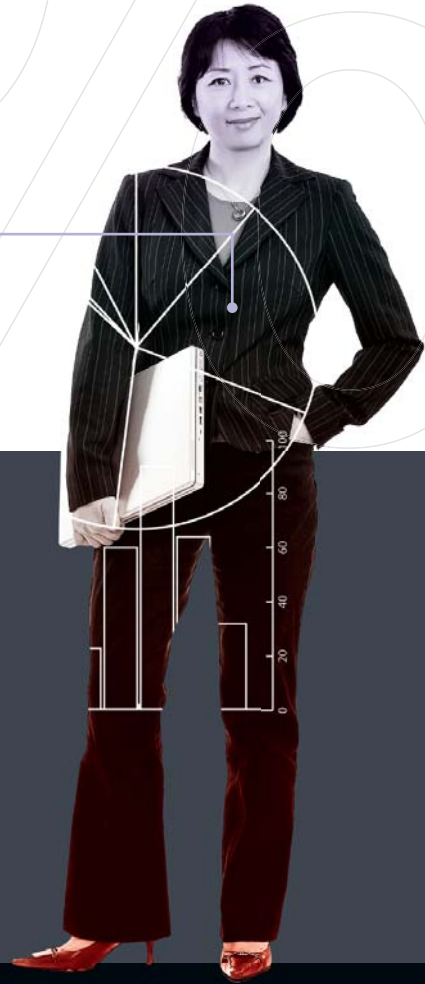
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\$30.2bln next year and \$55.1bln in '19, compared to \$24.9bln in '07, and the Internet's poised to bring in \$27.8bln next year, versus \$20.9bln in '07. Broadcast TV's '11 ad outlook includes \$18.85bln in rev (\$19.5bln in '07).

In the States: Comcast upgraded its on-screen programming guide and enhanced its DVR offerings in IN, where subs may now use On Demand Skip Ahead/Skip Back and schedule DVR recordings remotely. -- 12 NFL teams including the Redskins, Jets and Eagles signed on to feature **FanVision** in-stadium this season. The handheld device, available at stadiums for an introductory rate of \$199, features **NFL RedZone**, instant replays from angles not included on TV, live fantasy football updates, and out-of-town games.

Carriage: Time Warner Cable became the 1st MSO to launch **NESN National**, adding it in the Carolinas. Available on the MSO's SportsPass sports tier, the net's new national service offers **Red Sox** and **Bruins** pre- and post-game shows, Bruins replays and classic games, eps of "NESN Daily," and minor league baseball, college hockey and basketball. Live game telecasts of the Red Sox and Bruins will not be available, and will be blacked out in the Carolinas.

Google TV: With **DISH** already signed on to integrate **Google TV** with all of its HD DVR receivers starting this fall (*Cfax*, 5/21), Google CEO *Eric Schmidt* offered some additional info on the tech from Germany Tues. While including VOD content from **Amazon**, **Netflix** and **Hulu** along with complete Web search functionality, it will be free to CE manufacturers. Programmers won't be charged for feature of their content, and ads won't be included (save for Google's own Web browser ads). Google has no plans to produce its own content.

At the Portals: The **FCC** announced a suite of new tools to "unlock FCC data and drive innovation" across public and private sectors. The additions include a Consumer Broadband Speed Test API that returns speed stats for a US county given the passed latitude and longitude. The FCC also announced the creation of a developer community (<http://www.fcc.gov/developer>) designed to help drive future releases through feedback and collaboration.

\$\$! Uncle Leo Says: Leave it to a cable guy to use the word "shitty" on air. During an interview on **Fox Business** Tues, **InterMedia Partners** managing partner and former **AT&T Broadband** pres/CEO *Leo Hindery* got pretty expressive while discussing how stimulus efforts have not created jobs. At one point Hindery said, "The energy crisis has to be resolved at the utility level first. Not at the consumer level in a shitty economy." After an awkward pause, he amended his statement with a smile to, "in a lousy economy... I don't want to get beeped here." Fox Business anchor *Brian Sullivan* assured him that he's safe—"It's cable... When I think you're talking about 18.6% unemployment, that's an appropriate term. That might even be too light, Leo, but don't take it to the next level!" Hindery wrote a piece for the *Huffington Post* Tues saying that the real unemployment rate, including those underemployed and frustrated workers who've given up the job search, is 18.6%.

Online: Time Warner Cable started a research program that aims through stipends to tap into the best minds in the academic and public policy communities and stimulate telecom research. The MSO announced new related content at www.twcresearchprogram.com, including essays on the challenges imposed by increasing broadband capacity and Internet usage by University of Colorado's *Dale Hatfield* and UPenn Law School's *Christopher Yoo*, respectively. TWC vp, external affairs and policy counselor *Fernando Laguarda* will coordinate program activities.

Ratings: Disney Channel said "Camp Rock 2: The Final Jam" scored 8mln total viewers Fri night in becoming the top cable movie of '10 and TV's top movie this year among kids 6-11 (3.1mln) and tweens 9-14 (3.2mln).

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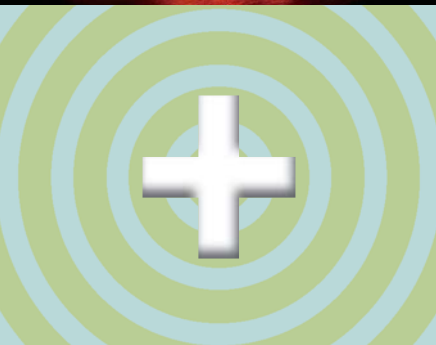
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BUSINESS & FINANCE

Programming: Kathleen Parker and Eliot Spitzer's CNN show, "Parker/Spitzer," will bow Oct 4, airing weeknights at 8pm ET. -- As Jews celebrate the new year 5771 Wed at sundown, those unable to travel to a service will be able to watch, thanks to **Shalom TV's** VOD slate. In a cable first, Shalom began offering religious services Sun, with a sermon led by Rabbi **Mark Golub**, Shalom's pres. Shalom is available in 38mln HHs. -- **AMC** got from **Paramount** exclusive US cable rights to "The Godfather" trilogy. The deal covers Jan '11-Dec '19. -- **NFL Net** added **Joe Theismann** to its "Thursday Night Football" announcing team and renewed a deal with **Rich Eisen** to stay as the host of "NFL Total Access," NFL specials and add a new role as host of "NFL GameDay Morning."

People: **AT&T** svp, public policy and chief privacy officer **Dorothy Attwood** is leaving for **Disney**. She replaces **Preston Padden**. Her responsibilities at **AT&T** will be divvied up between svp, federal regulatory/chief privacy officer **Robert Quinn** and svp, wireless and intl external affairs **Len Cali**.

Business/Finance: **Playboy's** special cmte reviewing founder **Hugh Hefner's** bid to buy the co's Class A and Class B shares he doesn't now own retained **Raine Securities** as financial advisor and **Kaye Scholer** as legal advisor. -- **Caris & Co** downgraded **Discovery Comm** shares to 'average' from 'above average' due to solid price gains already this year.

CableFAX Daily Stockwatch

Company	09/07 Close	1-Day Ch	Company	09/07 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	39.31	0.26	BIGBAND:	2.78	(0.05)
DISH:	18.26	(0.2)	BLNDER TONGUE:	1.90	(0.04)
DISNEY:	33.84	(0.83)	BROADCOM:	33.25	0.02
GE:	15.44	0.05	CISCO:	20.58	(0.46)
NEWS CORP:	14.68	(0.37)	CLEARWIRE:	7.07	0.08
MSOS					
CABLEVISION:	26.26	(0.34)	COMMSCOPE:	20.01	(0.84)
COMCAST:	17.80	(0.41)	CONCURRENT:	6.07	(0.12)
COMCAST SPCL:	16.73	(0.4)	CONVERGYS:	10.25	(0.29)
GCI:	9.54	(0.15)	CSG SYSTEMS:	19.64	0.05
KNOLOGY:	12.66	0.05	ECHOSTAR:	19.35	(0.36)
LIBERTY CAPITAL:	48.25	(0.58)	GOOGLE:	464.40	(5.9)
LIBERTY GLOBAL:	28.83	(0.17)	HARMONIC:	6.33	(0.06)
LIBERTY INT:	11.26	(0.53)	INTEL:	18.12	(0.31)
MEDIACOM:	6.34	(0.02)	JDSU:	10.17	(0.12)
SHAW COMM:	21.60	0.10	LEVEL 3:	1.09	(0.03)
TIME WARNER CABLE:	53.93	(1.81)	MICROSOFT:	23.96	(0.33)
VIRGIN MEDIA:	21.33	(0.6)	MOTOROLA:	7.83	(0.11)
WASH POST:	374.47	(14.44)	RENTRAK:	22.65	(0.61)
PROGRAMMING					
CBS:	14.74	(0.49)	SEACHANGE:	7.15	(0.06)
CROWN:	2.33	(0.09)	SONY:	29.52	(0.4)
DISCOVERY:	39.18	(1)	SPRINT NEXTEL:	4.40	0.06
GRUPO TELEVISIA:	18.50	(0.81)	THOMAS & BETTS:	39.49	(0.09)
INTERACTIVE CORP:	25.59	(0.26)	TIVO:	8.43	(0.29)
LIBERTY:	36.42	(0.48)	UNIVERSAL ELEC:	19.98	(0.35)
LIBERTY STARZ:	59.78	(0.97)	VONAGE:	2.19	(0.05)
LIONSGATE:	7.16	(0.07)	YAHOO:	13.53	(0.09)
LODGENET:	2.82	(0.13)	TELCOS		
NEW FRONTIER:	1.85	0.02	AT&T:	27.27	(0.17)
OUTDOOR:	5.28	(0.28)	QWEST:	5.82	(0.01)
PLAYBOY:	5.06	(0.03)	VERIZON:	30.22	0.02
SCRIPPS INT:	42.40	(0.78)	MARKET INDICES		
TIME WARNER:	30.83	(0.89)	DOW:	10340.69	(107.24)
VALUEVISION:	1.96	(0.04)	NASDAQ:	2208.89	(24.86)
VIACOM:	36.56	(0.45)	TECHNOLOGY		
WWE:	14.25	0.02	ADC:	12.70	0.02
TECHNOLOGY					
ADDVANTAGE:	3.09	(0.02)	ALCATEL LUCENT:	2.70	(0.1)
AMDOCS:	26.85	(0.36)	AMPHENOL:	46.22	0.41
AOL:	22.43	(0.62)	APPLE:	257.81	(0.96)
ARRIS GROUP:	8.44	(0.26)	AVID TECH:	11.34	(0.43)

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EYE ON ADVERTISING

Finding the Target

Bigger isn't always better. Just ask *Chris Dennehy*, group media director at **Haworth Marketing & Media**, which counts **Target** and **Palm** among clients. Dennehy tells *Cathy Applefeld Olson* why it's really all about hitting the, ahem... target audience.

What's the ideal TV advertising scenario nowadays?

CD: The notion that it has to be big and deliver a large audience is no longer important to us. Look at our Target sponsorship of "Life" on Discovery. We weren't a regular advertiser on that network, but we looked at that environment and said, "This is going to deliver women 18-49 more efficiently." It's about finding those opportunities where the environment feels perfect for what we're trying to do and is going to generate a lot of buzz and chatter. We got feedback from viewers saying thank you.

Have any more examples?

CD: Palm brought us in to help reposition their brand. We worked with AMC and IFC. IFC is not a huge network, again, but Evan [Shapiro] has been a great partner for us. They were doing the "Bollywood Hero" [film series] and there was a lot of original content, so we said we had a distribution point for that content and would love to be a presenting sponsor. IFC has a history of promotionally creating great supporting efforts. It wasn't about the size; it was more about what would be the multiplier.

Is it more difficult to work out deals based on specific shows and opportunities?

CD: Going out and buying a schedule is an established process and a clearly understood process by both sides. But now we're playing in new territory where we're going beyond the sales group and dealing with producers and PR events. The more pieces we have to bring to the table at once, that's more complicated. But when we make sure everyone's objectives are met—the client, the content creators, and PR all come together—that's where the magic happens. Before,

we'd go in and negotiate with 10 networks, and we would buy eight. When we are developing ideas like this, it may be one out of 10.

It makes me wonder about the future of the upfront...

CD: Development meetings are back stronger than they had been. I definitely see value in the model; it's a great opportunity to develop relationships. We typically schedule meetings around the upfronts. We want to come to town not only to see your show, but also to sit down and talk about our business, where the value is. To get everyone in the same town to do that makes it worthwhile.

How has the economic climate affected networks' ability to work with your clients?

CD: We're challenged based on the economy.

When times are good, networks like to leverage the increase in demand. That's a little frustrating. We want to pay a fair price, and be a good partner. We don't want to come off taking advantage during the economically challenged times, and we would like for that to be reciprocated during the good times. Some networks are now seeing this strong market as an opportunity to sell their best content, bundled with inventory that doesn't even deliver the desired audience; while others try to make dramatic recoveries in pricing—and in both cases the spirit of partnership and trying to develop ideas and plans that are fair and mutually beneficial is lost.

What would you like CableFAX readers to know?

CD: We've tried to extinguish the misperception that you have to have a certain budget to play in the video landscape. It's important that our partners understand we should be establishing windows of opportunity. The relationship should be viewed as a long-term investment rather than a short term, we-need-to-make-X-millions-of-dollars now, plan. When we bring "network A" an idea and they say, "Gosh these guys want to be on our network but they have to invest \$2 million in inventory..." The reason I developed the idea is because I don't have \$2 million.



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Special Issue: Program Award winners and honorees will be featured in CableFAX: The Magazine's October Programming Issue and distributed in print at the October 4th event, Cable Fall Connection and Telco TV.

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