

CableFAX Daily™

Tuesday — September 14, 2010

What the Industry Reads First

Volume 21 / No. 177

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The fastest-growing cable network group turns heads.

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REALITY SHOW

PROJECT RUNWAY

#1 ORIGINAL
CABLE MOVIE

THE PREGNANCY PACT

Lifetime



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Source: The Nielsen Company, Project Runway vs. original cable series, 2010 thru 8/8; Pregnancy Pact vs. original cable movies, 2010 thru 8/8, M-Su/8-11pm, A25-54 Live+SD (000). AETN defined classifications. Subject to qualifications upon request.

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Homecoming: Diversity Week Back in NY; Lowering PAR

The return of **Diversity Week** to NY began with a slight hiccup—WICT's opening panel was to have featured **NCTA** chief *Kyle McSarrow*, but he was detained in DC for critical meetings on net neutrality (more below). WICT recovered nicely, with the host of **CNBC's** top-rated show, *Suze Orman*, igniting and inspiring a packed house at the **Hilton** with her straightforward advice on money and life. Spirits also rose when WICT chief *Maria Brennan* said the organization had decided to reduce the questions companies answer in its semi-annual PAR Report by 70-75%. **NCTA's** Cable Organization Review [COR] Committee Report on WICT, **NAMIC**, **Kaitz** and other associations (*Cfax*, 7/27) had urged WICT to make the annual study ranking participating companies in pay equity, advancement opportunities and resources for work/life support less burdensome. WICT had planned to do so anyway, Brennan said. On the up side, COR rated WICT's *Betsy Magness* training cable's best, WICT chair *Ellen East* said. When asked about the report, *McSarrow's* stand-in, **NCTA** svp of law and regulatory policy *Rick Chesson*, prefaced his remarks by saying he hadn't taken part in COR. Yet he assured the crowd that **NCTA** and cable "are very committed to diversity...it's a no brainer." While Brennan noted for the 1st time women outnumber men in the workforce, East said women still are underrepresented in C suites and make 77 cents for every \$1 earned by men. -- A large but excellent leadership panel left attendees with a bevy of characteristics needed for leadership and success. **Turner** evp/COO *Linda Yaccarino* said a leader must be able to admit he/she doesn't have all the answers. Former **MTV** exec *Maude Divittis* agreed, saying the best defense in this uncertain economic world is realizing one has more to learn. "I've always known I can't do this alone... my [staff] knows my weaknesses," **Time Warner Cable** evp *Carol Hevey* said. Acknowledging the importance of communication, **History & Lifetime Nets** pres *Nancy Dubuc* said there's a disconnect between #1s and #2s and 3s. The top people must tell the 2s and 3s "it gets easier" when you get to the top. "It's more fun, we have more say, we make more money." Communicating this message will give cable a larger pool of really good people to take over, she said. **Center for Creative Leadership** pres/CEO *John Ryan* said his institute's research shows the best leaders are self aware, humble, communicate well with all levels, are life-long learners and know they "don't know everything."

Duty Calls: **NCTA** pres/CEO *Kyle McSarrow* wasn't at **WICT's** Leadership Conference in NY Mon, having been



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SO MANY ORIGINAL SCRIPTED SHOWS, SUCH DIE-HARD FANS – FX MAKES OTHER NETWORKS GREEN WITH ENVY.

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called away to attend a meeting on net neutrality/broadband classification on the Hill. It sounds like the action has temporarily moved to the **House Commerce** chmn's office as the industry players try to gauge whether a legislative draft could gain momentum in the very brief window that Congress has before recess. McSllarrow is planning to attend other Diversity Week events, including **NAMIC**, **Kaitz** and **ACC**. The NCTA board is also slated to meet Wed.

Upfronts: **CAB** said cable just wrapped up its highest-ever upfront, topping \$8bln for the first time. That a 19% increase from the \$6.7bln for the '09/'10 TV season. Last season, cable's upfront take was down about 13%. By achieving dollar parity with the broadcast nets for the 1st time during this past upfront (both at slightly above \$8 bln), cable' stake of the incremental ad dollars in the recent annual upfront marketplace was roughly 80% of the market's ad spending upside, **CAB** said. Some estimates put the Big 4 plus **CW**'s upfront in the \$8.5bln range. "In both the quarterly scatter markets and this most recent upfront, advertiser demand for cable brands and programs has grown exponentially since mid-2009. Cable has been the driving media for advertising one's way out of a recession," said **CAB** pres/CEO *Sean Cunningham*.

Ratings: **MTV**'s VMAs Sun averaged their biggest audience for any MTV telecast since '02, averaging 11.4mln total viewers (3rd most watched ever among total viewers) and a 10.0 rating among 12-34s. Averaging 7.9 million 12-34 viewers, the telecast ties as **MTV**'s most watched in the demo ever.

Touchstones: As much as we love to keep our readers posted on tough carriage negotiations, it's good to know that **Food Net** pres *Brooke Johnson* has a sense of humor about those increasingly public spats. "I have to thank **Cablevision**," she said as she accepted **WICT**'s annual "Woman of the Year" award at the org's Touchstone Luncheon in NYC Mon. "I'm told their votes put me over the top." She also tried to thank all the other nets out there with food-based shows but said "the list is a little bit too long." Ouch. Johnson credited family support and plenty of mentoring for her success. Her advice to up and comers? "Always try to hire people smarter than you are, and they will just lift you up with them." In introducing her, Food star *Rachael Ray* said Johnson "absolutely inspires me in each and every way." Sounds like it's time to name a recipe after her. Meanwhile, **WICT** honored **Turner** svp, network ops *Veronica Sheehan* as this year's "Woman to Watch," and the exec said she never expected to hold a high position in the media industry but inherited "a strong work ethic from my mother." She told attendees to seek out and appreciate opportunities and noted "tremendous support and encouragement" among her Turner colleagues. -- Also notable was a emotional address by **Style** star *Ruby Gettinger*, whose show "Ruby" about her quest to lose more than 300 pounds and save her own life has amassed a big following. "There are kids who told me they wanted to commit suicide until they saw this show," she told **WICT** attendees.

Retrans: **NAB** paid a visit to the **FCC** late last week, telling the chmn's adviser *Sherrese Smith* (again) that the current retrans consent system works just fine. "More extensive government intervention on either side of a retransmission consent negotiation, whether in the context of specific negotiations or through rule changes affecting all negotiations going forward, would adversely affect the strong incentives that currently exist for both broadcasters and MVPDs to reach agreement," **NAB** said in its ex parte. Meanwhile, **Charter** will start breaking out a "broadcast TV surcharge" on its billing statements under the "taxes and fees" section. "These local TV signals were historically made available to Charter at no cost, or low cost. However, in recent years the prices demanded by local broadcast TV stations have necessitated that we pass these costs on to customers," Charter tells customers on its Website. Charter is among those distributors asking the FCC to revisit the retrans process.

Competition: **AT&T U-verse** services are now available in the Piedmont Triad area of NC, in parts of Guilford, Forsyth, Rockingham and Alamance counties.

In the States: Municipally-owned fiber-to-the-premises network op **EPB** announced the citywide availability in Chattanooga, TN, of a 1Gbps broadband service, purported to be the fastest in America. Reports put the cost at \$350/mo. EPB currently offers services to more than 100K homes and businesses in the area. **Alcatel-Lucent** is powering the network, and said its 1Gbps access networks are available across North America, Europe and Asia. -- **Clearwire** has commenced operational readiness activities in NYC, L.A. and other cities in advance of commercial **Clear** 4G launches scheduled for later this year. Pre-launch promos offering dual-mode 3G/4G services are currently available in NYC and L.A. -- **Sprint** launched a fixed mobile convergence service allowing wholesale customers to offer their business customers the opportunity to integrate wireline and wireless voice networks.

Historical Significance: It may surprise some that many of the 105 Historically Black Colleges and Universities in the US are heavily integrated, or that 2 of those institutions, **Hampton University** and **North Carolina A&T**, offer renowned **NASA** and engineering programs, respectively. And it's precisely that type of little known info—along with compelling content—that **C3 Media** CEO and former **BET** exec *Curtis Symonds* believes will help propel planned cable net **HBCU** to success. Slated for an Aug launch, the net will target African Americans 15-24, including the enrollments at HBCUs, plus the related alumni bases. “The market is totally overlooked and offers a big opportunity,” said Symonds. “I think the [net’s] viewership will surprise people.” 28% of HBCU’s programming will be sports, and the net has already inked a deal with Black College conference games rights holder **ESPN** to receive the 2nd-window pick of conference contests covering all sports. 31% will be “edutainment” programming, such as shows focused on the aforementioned Hampton and NC A&T programs. “We’re looking real good,” said Symonds of advanced carriage talks with various MSOs. “This net is a strong community tool.” Symonds expects distribution of approx 10mln at launch, primarily in conference markets, but believes 40-50mln total is a realistic goal.

Advertising: **Kantar Media** said TV media powered a 5.7% YOY increase in overall US ad sales during the 1st half of '10, noting the following growth rates: cable (+8.8%), network TV (+7.2%), spot TV (+25.1%), Spanish-language TV (+14.6%) and national syndication (-11.7%). Internet display ads notched a 5.3% increase. Among the top 10 advertisers for the period, **AT&T** upped its spending by 14.1% and **News Corp** by 5.8%. **Verizon** (-12.3%) and **Time Warner** (-1.5%) decreased spending. The automotive category roared back from Jan-June, raising its ad spend by 23.4%.

Competition: While **DirectTV**'s a la carte **NFL** Sun Ticket broadband package is supposed to be for consumers not capable of subscribing to DirectTV's DBS service, **BTIG**'s *Rich Greenfield* says there is a way around that—just lie. His firm tried it—making up a fake address, certifying that they couldn't get DirectTV and paying the \$350. “While we suspect DTV will run random spot checks, we sense the company is not particularly worried about people doing what we did, as most consumers will want the Sun Ticket television package, which has no incremental cost if you subscribe to DTV,” he writes. It could, however, be a solution for those who are tied into a triple play packages or love their cable service, he notes.

At the Portals: The **FCC** Enforcement Bureau issued a notice of apparent liability of \$16K for **Turner** for not properly seeking transfers for various wireless and intl radio licenses that were held by **CNN-LP** during an internal restructuring (CNN-LP was merged into **CNN Investment Co**). Turner actually discovered the issue in '09 when it reviewed its licensing portfolio in preparation for another corporate restructuring. The Wireless and Intl bureaus granted the assignment of the 49 licenses from CNN-LP to Turner, **CNN America** and **Court TV**, and referred the previous license issue to the Enforcement Bureau.

Programming: **A&E** ordered a 13-ep 2nd season of “The Glades,” which is averaging 3.2mln total viewers during its current freshman season to help the net become ad-supported cable's top channel on Sun nights in the demo. -- **Comedy Central**'s “The Daily Show with Jon Stewart” welcomes *Pres Bill Clinton* on Thurs. -- **Logo**'s “Eleven Minutes” (Sat) follows the 1st “Project Runway” winner *Jay McCarroll* through the fashion world and marks the initial offering under “Logo Docs,” the net's doc series formerly known as “Real Momentum.” -- **Cooking Channel**'s fall slate includes “Bitchin' Kitchen” (Oct 6), a comedic cooking show based on the eponymous Web series.

WICT Notebook: In a morning of excellent speakers, *Suze Orman* was the most spirited and honest. She admitted her 10 years at **CNBC** hadn't all been smooth, although she's happy now. And she boosted cable by saying *Oprah*'s retirement from broadcast and entrance into cable “is the best financial move she's ever made... cable is now and will be the future,” she said. Her message on leadership combined what she called “being the truth,” power and positive thinking. “If you don't think you'll get a promotion or a raise, you never will,” she told the crowd. “If people feel your power, you will be successful... if you are powerless, you'll repel people.”

On the Circuit: In recognition of his individual talent and commitment to cable's future through marketing and education, **Cox** pres *Pat Esser* was chosen by **CTAM**'s board as the winner of the '10 **Grand TAM award**. Also the vice chair of **NCTA** and a board member of **C-SPAN**, **CableLabs** and **Cable in the Classroom**, Esser will be feted Oct 20 during the CTAM Summit's closing brunch. -- **NAMIC** plans to enhance its digital media platform through a \$95K educational grant contributed by the **Motorola Foundation**. The money directly supports DiversityLive.net, NAMIC's member-driven social networking community.

People: **Canoe** announced several new appointments, including **Digiforge** CTO *Joel Hassell* as svp, engineering & tech ops. Hassell replaces interim svp, engineering *Steve Reynolds*, who is returning to Comcast. Other hires: *Bruce Dilger*, vp, advanced advertising architecture; *Domenic Centofanti*, vp, data architecture & metrics; and *Michael*

BUSINESS & FINANCE

Iacovelli as vp, platform & production dev. -- Former **Time Warner** evp *Ed Adler* has joined **MediaLink** as sr partner. The L.A. and NYC-based advisory firm's client roster includes **AT&T, Disney, News Corp, Sony, NBC** and **GM**. -- **Discovery Comm** promoted *Maria Kennedy* to svp, ad sales, direct response, and *Jocelyn Egan* to svp, **Discovery Solutions**. -- **Cablevision's** Local Media group tapped *Valerie Green* as svp, marketing. -- **Ascent Media** upped *Donna Thomas* to svp, sales for cable, telco and new initiatives. -- **MTVN** elevated *Michael Greenspan* to svp, digital advertising ops and named *Rick Bruner* vp, digital ad sales research. -- The **Sony/Discovery Comm/IMAX 3D** jv tapped *Julia Rao* as CFO. -- *Mark Marshall* was promoted to svp/national sales manager, **Turner Sports Ad Sales**.

Business/Finance: Charter shares return to the **NASDAQ** market for public trading Tues under the symbol **CHTR**. The move follows a delisting due to the MSO's reorg proceedings and trading of new Charter Class A shares on the OTC Bulletin Board since Nov. In Aug, Charter reported a 4.8% rise in 2Q rev to \$1.77bln and FCF of \$332mln for the year's 1st half. -- **Liberty Global** increased its stock repurchase program by an additional \$212mln, which when added to '10 stock repurchases through Sept 10 of approx \$787mln would bring the total to approx \$1bln.

CableFAX Daily Stockwatch

Company	09/13 Close	1-Day Ch	Company	09/13 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	40.39	0.35	AVID TECH:	11.63	0.22
DISH:	18.60	(0.05)	BIGBAND:	2.81	0.02
DISNEY:	34.27	0.12	BLNDER TONGUE:	2.06	0.02
GE:	16.25	0.27	BROADCOM:	35.37	1.51
NEWS CORP:	15.45	0.35	CISCO:	21.26	0.64
MSOS					
CABLEVISION:	27.49	0.58	CLEARWIRE:	7.36	0.05
COMCAST:	18.42	0.02	COMMSCOPE:	21.94	0.78
COMCAST SPCL:	17.38	0.01	CONCURRENT:	6.47	0.09
GCI:	9.89	0.22	CONVERGYS:	10.34	0.15
KNOLOGY:	12.79	0.49	CSG SYSTEMS:	20.29	0.64
LIBERTY CAPITAL:	49.05	1.35	ECHOSTAR:	19.77	0.49
LIBERTY GLOBAL:	29.43	0.11	GOOGLE:	482.27	6.13
LIBERTY INT:	12.22	0.35	HARMONIC:	6.76	0.29
MEDIACOM:	6.44	0.03	INTEL:	18.56	0.59
SHAW COMM:	21.76	(0.01)	JDSU:	11.74	0.24
TIME WARNER CABLE:	56.47	0.72	LEVEL 3:	1.16	0.05
VIRGIN MEDIA:	21.76	0.03	MICROSOFT:	25.11	1.26
WASH POST:	375.88	(3.15)	MOTOROLA:	8.28	0.36
PROGRAMMING					
CBS:	15.73	0.23	RENTRAK:	22.90	0.08
CROWN:	2.31	0.24	SEACHANGE:	7.25	0.10
DISCOVERY:	39.87	0.38	SONY:	30.13	0.18
GRUPO TELEVISA:	19.06	0.23	SPRINT NEXTEL:	4.53	0.08
HSN:	30.48	1.89	THOMAS & BETTS:	40.76	1.12
INTERACTIVE CORP:	26.09	0.03	TIVO:	9.11	0.61
LIBERTY:	36.86	0.35	TOLLGRADE:	7.18	(0.07)
LIBERTY STARZ:	60.88	(0.21)	UNIVERSAL ELEC:	20.47	0.87
LIONSGATE:	7.33	0.11	VONAGE:	2.34	0.05
LODGENET:	2.96	0.06	YAHOO:	13.73	0.05
NEW FRONTIER:	1.76	(0.07)	TELCOS		
OUTDOOR:	5.57	0.01	AT&T:	27.93	0.10
PLAYBOY:	5.13	0.08	QWEST:	5.94	0.05
SCRIPPS INT:	44.20	0.48	VERIZON:	30.90	0.08
TIME WARNER:	31.90	0.12	MARKET INDICES		
VALUEVISION:	1.86	0.00	NASDAQ:	2285.71	43.23
VIACOM:	38.78	0.86			
WWE:	14.01	(0.19)			
TECHNOLOGY					
ADC:	12.70	0.02			
ADVANTAGE:	3.12	0.07			
ALCATEL LUCENT:	2.84	0.10			
AMDOCS:	27.54	0.82			
AMPHENOL:	47.40	1.52			
AOL:	22.93	(0.18)			
APPLE:	267.04	3.63			
ARRIS GROUP:	9.13	0.58			

CableFAX's **PROGRAM** October 4, 2010 & **Top Ops** AWARDS 12:00 – 2:00pm Grand Hyatt, NYC

Join us as we celebrate the 3rd annual CableFAX Program Awards and honor the Top Operators of the Year. This outstanding event will bring together those who create amazing content and those who excel in bringing it to the viewers. CableFAX will also be inducting eight honorees to CableFAX's Programming Hall of Fame.

Questions: Contact Elizabeth Brown at ebrown@accessintel.com; 301-354-1610

View Finalists and Register today at www.cablefax.com/program2010

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.

Advertising & Sponsorships:
Debbie Vodenos, Publisher, at dvodenos@accessintel.com; 301-354-1695
Amy Abbey, Associate Publisher, at aabbey@accessintel.com; 301-354-1629
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CableFAX PROGRAM AWARDS

PLUS

Eight new inductees to CableFAX's
Programming Hall of Fame

Monday, October 4, 2010 • 12:00 – 2:00pm • Grand Hyatt, NYC

Register at www.cablefax.com/program2010

CableFAX Program Award Finalists

Best Cable Program - Platinum

- Breaking Bad - AMC
- Damages - FX
- Dexter - Showtime
- Mad Men - AMC
- Rescue Me - FX
- The Secret Life of the American Teenager - ABC Family
- The U - ESPN

Best New Cable Program - Platinum

- 30 for 30 - ESPN
- Justified - FX
- LIFE - Discovery Channel
- Nurse Jackie - Showtime Networks
- The Pacific - HBO
- WWII in HD - History

Best Actor in Cable - Platinum

- Gabriel Byrne, In Treatment - HBO
- Bryan Cranston, Breaking Bad - AMC
- Jon Hamm, Mad Men - AMC
- Timothy Olyphant, Justified - FX
- Ron Periman, Sons of Anarchy - FX

Best Actress in Cable - Platinum

- Glenn Close, Damages - FX
- Claire Danes, Temple Grandin - HBO
- Elisabeth Moss, Mad Men - AMC
- Edie Falco, Nurse Jackie - Showtime
- Katey Sagal, Sons of Anarchy - FX
- Kyra Sedgwick, The Closer - TNT

Best Director

- Jon Hock, The Lost Son of Havana - ESPN
- Mick Jackson, Temple Grandin - HBO
- Barry Levinson, The Band the WOULD'N'T Die - ESPN
- Kurt Sutter, Sons of Anarchy - FX

Best Producer

- Randy Barbato, Fenton Bailey, Richard Courtney, Robert Sizemore, Tori Spelling and DeanMcDermott, Tori and Dean: Home Sweet Hollywood - Oxygen Media
- Brenda Hampton, The Secret Life of the American Teenager - ABC Family
- Debbie Jacobson and Dean Love, What's Next Reunion Show - Retirement Living TV
- Maria Perez-Brown - SiTV
- The Tudors - Showtime

Best Writer

- Steven S. DeKnight, Spartacus: Blood and Sand - Starz
- Savannah Dooley & Winnie Holzman, Huge - ABC Family
- Denis Leary & Peter Tolan, Rescue Me - FX
- Kurt Sutter, Sons of Anarchy - FX

Best Actor/Actress/Host: Comedy

- Brooke Elliott, Drop Dead Diva - Lifetime Television
- Edie Falco, Nurse Jackie - Showtime
- Joel McHale, The Soup - Comcast Entertainment Group
- James Roday, Psych - USA Network
- Tony Shalhoub, Monk - USA Network

Best Actor/Actress/Host: Drama

- Matt Bomer, White Collar - USA Network
- Jon Hamm, Mad Men - AMC
- Joe Mazzello, The Pacific - HBO
- Mary McCormack, In Plain Sight - USA Network

Best Host: Food

- Alton Brown, Iron Chef America - Food Network
- Guy Fieri, Diners, Drive-Ins and Dives - Food Network
- Adam Richman, Man v. Food - Travel Channel
- Andrew Zimmern, Bizarre Foods - Travel Channel

Best Host: News/Public Affairs

- Matt Frei, BBC World News America - BBC America
- Melissa Lee, Host of CNBC's "Fast Money" - CNBC
- Dan Rather, HDNet's Dan Rather Reports
- Paula Zahn, On the Case with Paula Zahn - Investigation Discovery

Best Host: Reality/Game Show

- Ben Bailey, Cash Cab - Discovery Channel
- Heidi Klum, Project Runway - Lifetime Television

Best Host: Regional Program

- Chick Hernandez, Redskins Kickoff - Comcast Sports Net Mid-Atlantic
- Paul Lisnek, Site of Remembrance - Comcast
- Robert Traynham, Roll Call with Robert Traynham - The Comcast Network

Best Host: Sports

- Mike Breen, Mark Jackson and Jeff VanGundy, NBA on ESPN - ESPN
- Ernie Johnson, Inside the NBA - Turner Sports
- Dhani Jones, Dhani Tackles the Globe - Travel Channel

Best Host: Talk Shows

- Chelsea Handler, Chelsea Lately - Comcast Entertainment Group
- Suze Orman, The Suze Orman Show - CNBC
- Susan Swain, Washington Journal - C-SPAN

Best Host: Other

- Anthony Bourdain, No Reservations - Travel Channel
- Michele Lepe as Nina, The Goodnight Show - PBS Kids Sprout
- Jeremy Wade, River Monsters - Animal Planet

Best Online/Mobile Extras for a Linear Show

- Better Call Saul - Sony Pictures Television
- In the Kitchen with Andrew Zimmern - Travel Channel
- TNT Race Buddy - Turner Sports
- Tour de France Tour Tracker - Versus

Best Online-Only/Mobile-Only Show

- E! News Now - Comcast Entertainment Group

- Ghost Adventures: Asylum of the Damned - Travel Channel
- The Jump on NBA.com - NBA Digital/Turner Sports
- Off the Track with Tony Stewart - Turner Sports

Best Opening Sequence

- NBA All-Star Sunday Night - Turner Sports
- NBA on ESPN - Eastern Conference Finals Open - ESPN
- Not Fade Away - Retirement Living TV
- WWII in HD - History Channel

Best Show or Series: Animals/Nature

- No Dog Left Behind - Military Channel
- Natural companions - Veria
- Whale Wars - Animal Planet

Best Show or Series: Animated

- Archer - FX
- The Ricky Gervais Show - HBO
- Star Wars: The Clone Wars - Cartoon Network

Best Show or Series: Comedy

- Greek - ABC Family
- The Hard Times of RJ Berger - MTV
- It's Always Sunny in Philadelphia - FX
- Latino 101 - SiTV
- Party Down - Starz Entertainment
- Psych - USA Network

Best Show or Series: Documentary

- America The Story of Us - History Channel
- Anatomy of a Closet - Ovation
- Beyond the Barrel: The Race to Fuel the Future - CNBC
- LIFE - Discovery Channel
- The Lost Son of Havana - ESPN
- Ray Johnston Band: Road Diaries - HDNet
- WWII in HD - History

Best Show or Series: Drama

- Breaking Bad - AMC
- Mad Men - AMC
- The Secret Life of the American Teenager - ABC Family
- Sons of Anarchy - FX
- Spartacus: Blood and Sand - Starz Entertainment

Best Show or Series: Educational/Instructional

- Good Eats with Alton Brown - Food Network
- Yard Crashers - DIY Network

Best Show or Series: Family Friendly

- America The Story of Us - History
- Christmas in Canaan - Hallmark Channel
- Debbie Macomber's Mrs. Miracle - Hallmark Channel

Best Show or Series: Food

- Hot on the Trail - Veria
- Man v. Food - Travel Channel
- The Next Iron Chef - Food Network

Best Show or Series: Music

- FUSE Presents Jay-Z from Madison Square Garden: Answer the Call - FUSE
- HDNet Concert Series - HDNet
- On the Record with FUSE - FUSE

Best Show or Series: News

- Anderson Cooper 360 - CNN
- Banking on Geithner: A CNBC Town Hall Event with the Treasury Secretary - CNBC
- Dan Rather Reports - HDNet
- E! News - Comcast Entertainment Group
- Meeting of the Minds: The Future of Health Care - CNBC

Best Show or Series: Other

- Anthony Bourdain: No Reservations - Travel Channel
- Attack of the Show - Comcast Entertainment Group/G4
- Live from the Red Carpet - Comcast Entertainment Group/E!
- Meet the Natives: USA - Travel Channel
- On the Case with Paula Zahn - Investigation Discovery
- Top Gear Season 13 - BBC America

Best Show or Series: Public Affairs

- GAC for "Music City: Keep on Play in"-A Benefit for Flood Relief" - Scripps Networks
- It's your Call with Lynn Doyle: Incest Survivors - The Comcast Network
- Walter Cronkite America's Newsman - Retirement Living TV

Best Show or Series: Reality/Game Show

- American Pickers - History Channel
- Model Latina - SiTV
- Jersey Shore - MTV
- Pawn Stars - History Channel
- Ruby - Comcast Entertainment Group/Style

Best Show or Series: Regional Program

- Home and Away - Haunted Atchison - Free State Studios
- SU VIDA - Cox Communications
- Yankees Pre-Game and Post-Game Shows - YES Network

Best Show or Series: SciFi

- Caprica - Syfy
- Survivors Seasons 1 & 2 - BBC America

Best Show or Series: Sports

- Inside the NBA - Turner Sports
- The Journey: Big Ten Basketball 2010 - Big Ten Network
- NHL on Versus - Versus
- Small Potatoes: Who Killed the USFL - ESPN
- Without Bias - ESPN
- Yankees Baseball - YES Network

Best Show or Series: Talk Shows

- The Suze Orman Show - CNBC
- Chelsea Lately - Comcast Entertainment Group
- It's your Call with Lynn Doyle: Incest Survivors - The Comcast Network
- Center Stage - YES Network

Best Video on Demand Program

- Carolina on Demand: High School Sports - Time Warner Cable
- News 13 on Demand: Home from Haiti - Central Florida News 13

The winners will be announced during the October 4th award luncheon at the Grand Hyatt in New York City and in CableFAX: The Magazine Programming: Next and Best issue. Congratulations to all the finalists. See you on October 4th!

To register for the event, visit www.CableFAX.com/program2010

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INDUSTRY Q&A

Debra Lee on Diversity, Associations and BET's Growth

A vocal proponent of diversity, BET pres/CEO Debra Lee believes much more needs to be done: "I don't think we've come a long way." Yet as BET and NAM-IC celebrate 30th birthdays, Lee is upbeat about both; she believes NCTA wants diversity groups to succeed and she sees global growth for BET. Excerpts of her talk with Seth Arenstein appear below. A fuller transcript is at: cablefax.com



Debra Lee

The common wisdom is that programmers have done a good job providing opportunities for women and minorities, but cable operators haven't done as well.

True. The programmers have made more progress. But even on the programming side there's a lot more that needs to be done. There are maybe a handful of female CEOs... My definition of diversity is that it should be across the board... You shouldn't have to look to BET or Lifetime and say 'Well there's an African American there, or there's a woman.'

One of my interests is making sure we have women and minorities in the C suites. Unless we're in decision-making positions you can't really say diversity has worked in the cable industry.

I think you are going to see more diversity growth as operators start merging with the programming side... I think cable operators really need to look hard inside and to continue to make this a focus. The scary thing for me is that I sense the growing feeling that we've accomplished a lot [on diversity], so we don't have to focus on it as much. I think that is totally not true. There's still a lot to be done. The only way you get it done is by focusing on it.

What about NCTA's report about the associations? Will they survive?

I think they will continue to exist. I was part of the committee at NCTA that was looking at some of these groups. I think the feeling from the board is that they really want these groups to exist but they... want some rationale to the whole system so the companies are not just giving, giving, giving and not really understanding what they are getting back for it...

These organizations have to exist. They are the way we train our executives [and] get the training companies aren't necessarily doing. I don't buy the approach that companies are doing enough so we don't need these organizations. I think that's absolutely not true... I think most of the organizations will continue to exist, although some of them may be in a different format.

What about diversity on the operator side? And has diversity succeeded when we look at a woman CEO and think of her merely as a CEO?

Yes, I think that's right and I think it will take us a while to get there. I don't see the pipeline on the cable operator side. And maybe I'm just not closely connected to it, but I look at the NCTA board and see who makes that up and it's a network of men. It just doesn't seem to have welcomed women into its ranks yet and I don't know why that is. So, there's a lot of work that needs to be done there, and in the leadership of the cable industry in general, on the programming side and the cable operator side... Until the CEOs say 'This is a priority and I'm going to do it' you can have all Diversity Weeks that you want and it's not going to make a difference...

'09 was BET's best year and '10 seems even better. Is there more growth?

We see a big opportunity in international growth, we are in 53 countries... We just took "The Wendy Williams Show" to the UK. There's really a growing appetite for black entertainment in many parts of the world... we see a lot more room for growth there.

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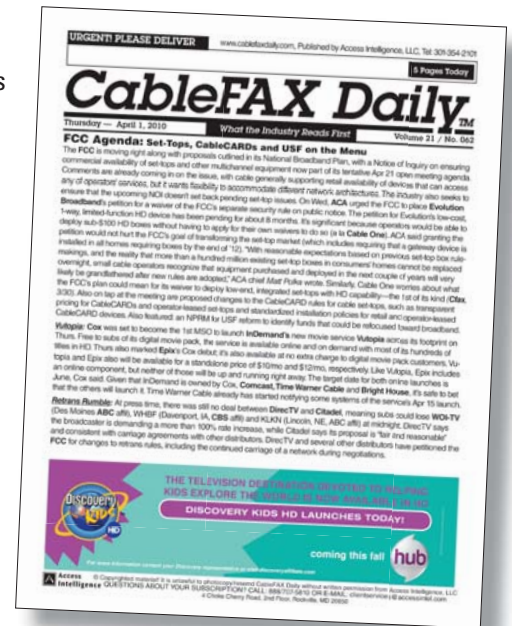
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