

# CableFAX Daily™

Tuesday — September 20, 2011

What the Industry Reads First

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## Spreading the Wealth: Despite Big Emmy Wins, Cable's Overall Haul Light

Sun night's Prime Emmys did feature the continuation of 2 impressive cable streaks, yet the awards show also underscored how quality, revered content can still be found across the TV landscape and may no longer be the chief domain of **HBO**, other premium nets or cable at large. On a night when cable earned a relatively disappointing 9 of the 25 statuettes doled out during the Emmys telecast, the platform was carried by **Comedy Central's** "The Daily Show with *Jon Stewart*," which won Outstanding Variety, Music or Comedy Series for a 9th consecutive year—the longest string in Emmys history—and **AMC's** "Mad Men," which took home its 4th-straight Best Drama title. Nominated in Stewart's category, *Jimmy Fallon* said Sun night what many might have been feeling: "I didn't even write a speech. I know Jon Stewart is gonna win." Mad exec prod *Matthew Weiner* didn't share similar conviction, however, expressing surprise that his show won yet again. Mad's streak will likely end next year, what with its 5th season now delayed until early '12 because of earlier contract disputes. Meanwhile, streaks didn't define HBO's night; its surprisingly light haul arguably did. The channel celebrated 4 televised victories to rank 2nd behind ABC, but that total marks a 5-year low and the awards were all bestowed on individuals—no HBO shows or mini-series/movies were honored outright. Moreover, HBO's 19 overall wins marked another 5-year low. *Guy Pierce* managed to spice up the night for the net, though indirectly, when he noted in his acceptance speech for top supporting mini-series/movie actor all the love scenes he enjoyed with best mini-series/movie actress winner *Kate Winslett* during the making of "Mildred Pierce." HBO, which continues to garner a boatload of nominations year after year, declined to discuss the Emmys results. **Showtime** picked up 2 awards overall but none Sun night, and **Starz** tallied just 1 overall, perhaps contributing to growing concern within the premium sector. Indeed, programming competition is coming from all directions. Broadcast nets again flexed their comedic muscles by sweeping the related categories Sun night (**ABC's** "Modern Family" notched 5, including top series), **PBS** celebrated 4 nightly wins while denying HBO its usual win in the now-combined top mini-series/TV movie category, and **DirectTV** notched 2 for "Friday Night Lights," including Best Drama Actor (*Kyle Chandler*). And **ReelzChannel** took home 1 Sun night for mini-series "The Kennedys" and 4 overall. Additional overall network tallies: PBS (14), CBS



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(11), **Fox** (9) **ABC** (8), **NBC** (6), **Comedy Central** (4), **Discovery Channel** (4), **History** (4), **AMC** (3), **Cartoon Net** (3), **Disney Channel** (2), and with 1 each **ESPN**, **FX**, **MTV**, **Nickelodeon**, **TNT**, **Travel Channel** and **TV Land**.

**Qwik Changes:** Netflix isn't happy about its expected 3Q sub loss after months and months of growth, a point made clear by CEO *Reed Hastings'* weekend email to subs. "I messed up," he said. "It is clear from the feedback over the past two months that many members felt we lacked respect and humility in the way we announced the separation of DVD and streaming and the price changes. That was certainly not our intent, and I offer my sincere apology." Even so, more changes are afoot. Explaining that NFLX's streaming and DVD business must operate separately due to "very different cost structures," Hastings said the company's DVD-by-mail service will be renamed Qwikster, add video game rentals and be accessed through Qwikster.com. The Netflix brand and Website will cover only the streaming service. Subs can still receive both services, and no other price changes have been made. The apology/announcement did little to mollify investors. NFLX shares shed 7.37% Mon to continue their recent free fall. And **BTIG's** *Richard Greenfield* said Netflix won't regain its swagger through Hastings' apology. "Netflix needs to 'wow' subscribers and would-be subscribers through their content offering," he said. "This is all the more important with **Starz** content set to disappear in March 2012."

**Getting Up to Speed:** As **Discovery Comm's** all-HD net targeting upscale men, **Velocity** launches Oct 4 in the current spot of HD Theater (~40mln homes). The net's 4Q will feature an all-new prime schedule and more than 140 original premiere hours overall covering genres such as travel and sports. On the board: "Extreme Fishing" (Mondays), "Tech Toys" (Wednesdays) and a pair of **NFL** shows slated for Wed sneak peeks. "NFL Single Coverage" employs personal interviews and in-game player microphones to dissect individual matchups and "Greatest NFL Rivalries" kicks off with '11 storylines.

**Online:** **Big Ten Net** and **CBSSports.com College Network** teamed up to create the Big Ten Digital Network, housed at a re-designed **BTN.com** and featuring the official athletics sites of all 11 conference universities under 1 umbrella. BTN.com will gain additional ad inventory across all sites and provide more than 500 exclusive non-televised events to the school sites' subscription services.

**Marketing:** **Bravo** partnered with **Toyota** for a fully-integrated transmedia play within "Top Chef." The initiative includes a webisode series and loyalty rewards program, and original video on digital platforms will directly affect the show's on-air storyline.

**Technology:** Owing to an upgrade of its **Seachange**-based VOD service, **SureWest** now features Seachange's Watch & Buy T-commerce app in Kansas City. The app will include multiplatform purchases of **Warner Bros** films such as "Hall Pass." -- A **Pace** server will serve as the central hub in the **DirectTV** Home Media Center, a multi-room DVR the DBS op's slated to roll out next month.

**Research:** According to a forthcoming **CTAM** study, Hispanics notably over index total households in TV viewership of comedies (84% to 67%), sports (78% to 65%) reality/competition series (63% to 45%) and cartoons/kids programming (63% to 39%). The demo (24%) also watches streaming/downloaded content that overall HHS (15%).

**Programming:** *Carson Kressley* will host the inaugural **American Humane Assn** event recognizing special canines

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- JEFFREY HIRSCH**, Executive Vice President and Chief Marketing Officer, Residential Services, *Time Warner Cable*
- ALLAN SAMSON**, SVP Marketing, *Charter Communications*
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# BUSINESS & FINANCE

that **Hallmark Channel** will feature through "Hero Dog Awards" (Nov 11). -- *Dean Cain* and *Luke Schroder*, son of *Ricky*, star in **GMC's** world premiere move "A Mile in His Shoes" (Sat), based on the true story of a minor league pitcher with Asperger's Syndrome.

**On the Circuit:** *Essence Magazine* editor emerita and National Care Mentoring Movement founder *Susan L. Taylor* will deliver the keynote address at the '11 L. Patrick Mellon Mentorship Program Luncheon, to be presented Oct 4 by **NAMIC** and **WICT**. The event is sponsored by the **Walter Kaitz Foundation**.

**Obit:** Cable mourns the passing of *Lew Davenport*, an early cable pioneer who started at **Cox** in '64 and passed away on Fri. He was 90. Davenport helped start a number of Cox cable systems, including Hampton Roads and Rhode Island, and he oversaw the acquisition and integration of several others. He is survived by his wife, Elma, son, Ed and several grandchildren.

**People:** **Syfy** upped *Michael Engleman* to evp, marketing and brand strategy. -- *Steve Sternberg* joined **ION Media Nets** as svp, sales research. -- **MGM** tapped *Steve Hendry* as sr evp, TV operations.

**Business/Finance:** The **FTC** granted approval of **Time Warner Cable's** proposed acquisition of **Insight Comm.**

## CableFAX Daily Stockwatch

Company	09/19 Close	1-Day Ch	Company	09/19 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	43.40	(0.3)	BLNDER TONGUE:	1.33	0.11
DISH:	27.26	0.97	BROADCOM:	35.71	0.04
DISNEY:	32.51	(0.4)	CISCO:	16.51	(0.11)
GE:	16.18	(0.15)	CLEARWIRE:	2.38	(0.07)
NEWS CORP:	16.93	(0.11)	CONCURRENT:	5.75	0.04
<b>MSOS</b>					
CABLEVISION:	17.54	(0.32)	CONVERGYS:	9.93	(0.28)
CHARTER:	49.11	(0.23)	CSG SYSTEMS:	13.38	(0.49)
COMCAST:	22.86	(0.08)	ECHOSTAR:	23.30	(0.57)
COMCAST SPCL:	22.60	(0.02)	GOOGLE:	546.67	(0.01)
GCI:	8.43	(0.23)	HARMONIC:	4.71	(0.09)
KNOLOGY:	13.92	(0.19)	INTEL:	21.93	(0.04)
LIBERTY CAPITAL:	72.23	0.28	JDSU:	13.08	(0.17)
LIBERTY GLOBAL:	38.27	(0.19)	LEVEL 3:	1.57	(0.01)
LIBERTY INT:	16.02	(0.26)	MICROSOFT:	27.21	0.09
SHAW COMM:	21.54	(0.25)	MOTOROLA MOBILITY:	37.85	UNCH
TIME WARNER CABLE:	65.41	(0.25)	RENTRAK:	13.77	(0.86)
VIRGIN MEDIA:	26.05	(0.08)	SEACHANGE:	8.12	(0.44)
WASH POST:	337.93	(5.32)	SONY:	20.17	(0.33)
<b>PROGRAMMING</b>					
AMC NETWORKS:	36.46	0.11	SPRINT NEXTEL:	3.35	(0.01)
CBS:	24.45	0.25	THOMAS & BETTS:	42.52	(0.93)
CROWN:	1.30	(0.06)	TIVO:	10.75	(0.4)
DISCOVERY:	39.62	(0.54)	UNIVERSAL ELEC:	17.02	(0.5)
GRUPO TELEVISIA:	18.73	(0.72)	VONAGE:	3.06	0.05
HSN:	33.95	(0.05)	YAHOO:	14.61	(0.36)
INTERACTIVE CORP:	42.18	0.70	<b>TELCOS</b>		
LIBERTY STARZ:	72.28	(0.24)	AT&T:	28.58	(0.36)
LIONSGATE:	7.06	(0.02)	VERIZON:	36.28	(0.44)
LODGENET:	1.70	(0.2)	<b>MARKET INDICES</b>		
NEW FRONTIER:	1.24	(0.05)	DOW:	11401.01	(108.08)
OUTDOOR:	6.20	(0.2)	NASDAQ:	2612.83	(9.48)
SCRIPPS INT:	42.45	(0.28)	S&P 500:	1204.09	(11.92)
TIME WARNER:	30.77	(0.19)			
VALUEVISION:	3.56	(0.18)			
VIACOM:	57.45	(0.19)			
WWE:	9.16	(0.15)			
<b>TECHNOLOGY</b>					
ADDVANTAGE:	2.23	0.08			
ALCATEL LUCENT:	3.15	(0.08)			
AMDOCS:	27.88	(0.57)			
AMPHENOL:	43.40	(1.05)			
AOL:	14.22	(0.13)			
APPLE:	411.63	11.13			
ARRIS GROUP:	11.17	(0.16)			
AVID TECH:	9.09	(0.25)			
BIGBAND:	1.35	(0.09)			

# CableFAX

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# EYE ON ADVERTISING

## Selling Karma...

*It's a retailer. It's a Web site. And it's soon to be a cable network. No, this isn't a "Saturday Night Live" commercial. It's a description of **Karmaloop.com**, the multiplatform purveyor of streetwear and pop culture that's exploding online and wants to launch as an indie network in 2012. To generate excitement for KarmaloopTV, the company just launched uber-current marketing campaign ReclaimYourTV. Karmaloop CEO Greg Selkoe, and president/cable veteran Katie McEnroe take Cathy Applefeld Olson through their "verge culture" media blitz.*



### What are the components of ReclaimYourTV?

GS: ReclaimYourTV.com serves as the centerpiece of a social media blitz meant to create excitement among our core 18-34 demographic and raise cable operators' awareness. Viewers can win up to \$3,500 in weekly prizes by uploading original videos to the site about what they want to see on TV. The Web site has only been active since yesterday, and we've already gotten 700 videos. We're going to have a twitter campaign where people deck out their TVs—and we're getting some celebrities to do it and tweet their pics around, too—and there'll be other components including trivia, Pharrell answering questions on twitter, that will be rolling out in the weeks ahead.

### Sounds like it's a very viral campaign.

KM: Think of it as a modern day version of I Want My MTV. It's amazing that we've been able to get 700-plus videos in less than 24 hours, and it's all viral. It's the new-millennium way to launch a network. Not through bill stuffers, not through the TV. It's advertising in the 2011 era.

GS: We've changed the paradigm a little. MTV used celebrities to deliver their message. Communications were not democratized then, and individuals couldn't represent themselves. For us, instead of celebrities doing all the talking, we also have individuals who are using their Macbooks and shooting with HD cameras. These people have really

creative minds, and cable needs to get into that mode.

### But will Karmaloop's concept work on linear TV?

GS: The videos on our Web site are getting tens of thousands of views a day, and I'm a big believer that the rumors of cord cutting and disruptive technologies ruining the cable business are greatly exaggerated. There's something very real about TV in the American psyche.

When we told our viewers we were creating a cable channel, they went berserk. Internet, cable, VOD, interactivity—it's all coming together, and companies like Comcast and Time Warner are going to be major players in the broadband space as aggregators.

### Where are you in terms of the 2012 rollout?

KM: We're a Comcast finalist as one of three [new] African-American-ethnicity channels they are considering. Karmaloop from its inception has a tradition of being very multiracial—it's where America is going to be in 2040 where there's no real majority. The way it works with indie channels is there is no mandate for programming, but there is a mandate for African-American leadership. So we're talking with Comcast and two other major distributors that are looking at a 2012 launch.

### What should operators know about KarmaloopTV?

KM: Because we didn't start as a linear network, we don't have the legacy issues all the existing TV brands have. So all the programming we're creating has interactive applications. It's limited right now, with set-top capacity, but it will be there... Youth has not left TV; TV has left youth. We want to show the cable operators that may have lost confidence in themselves regarding this demographic that they do have a huge interest in TV. This audience really wants to come home to a channel that's groundbreaking and edgy, has intelligence while still being fun. There's a huge group of kids that are smart, worldly and incredibly gifted with technology—and they're not being represented by "Jersey Shore."

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