

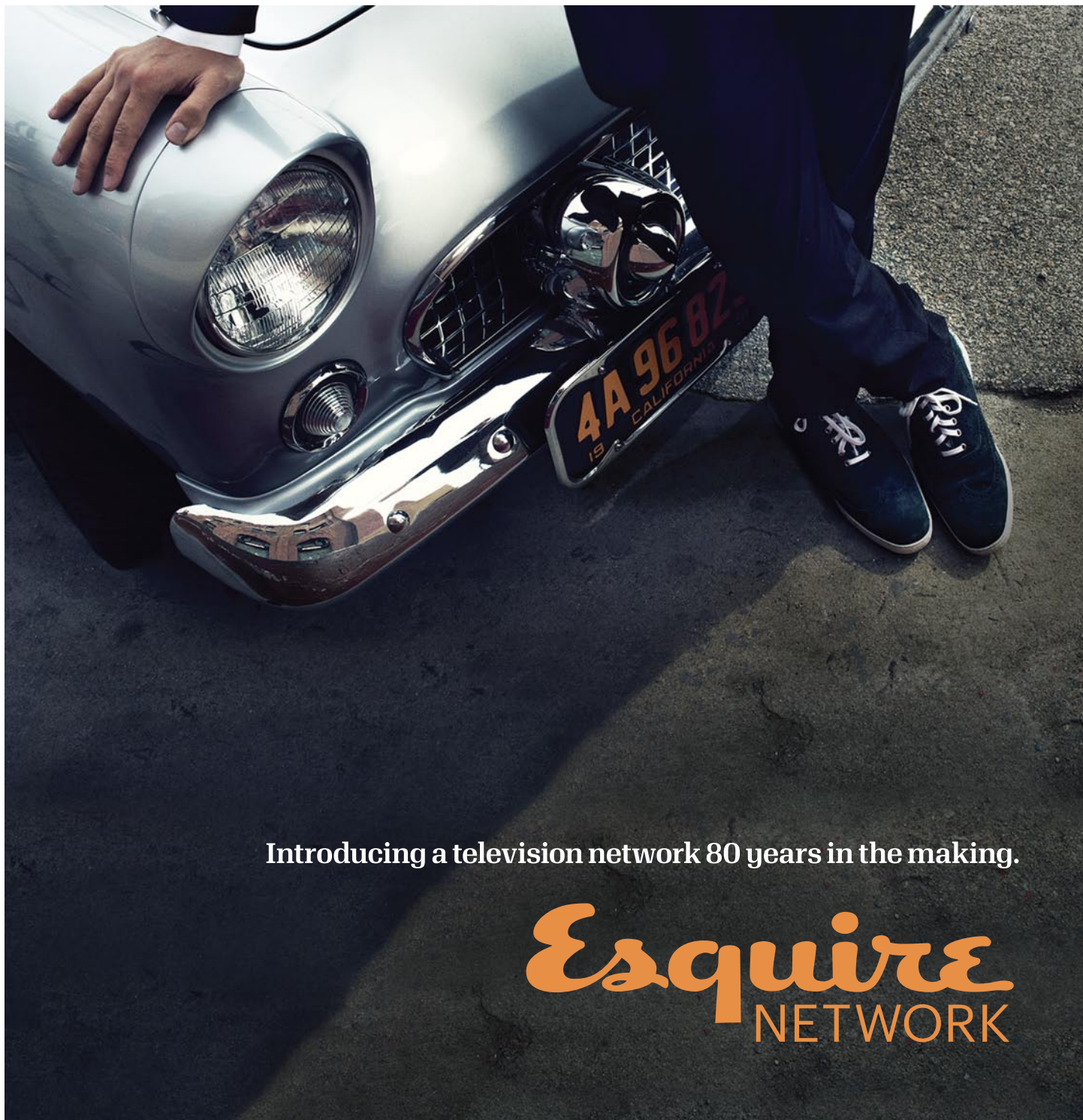
CableFAX Daily™

Monday — September 23, 2013

What the Industry Reads First

Volume 24 / No. 184

ADVERTISEMENT



Introducing a television network 80 years in the making.

Esquire
NETWORK

CableFAX Daily™

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What the Industry Reads First

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Welcome Gentlemen: Esquire Network Debuts on Monday

With **Style** making the switch to **Esquire Network** on Monday (9/23), we spoke with head of original programming *Matt Hanna* about what the new channel will look like from a programming perspective. The network is expected to debut in 75mln homes nationwide, and will kick off with a 2-hour special “Esquire’s 80th” commemorating the magazine’s 80th anniversary (9pm). **Lots of shows target men’s lifestyles. Why is this the right space for a new channel?** This guy right now has to go all over the cable dial to cherry pick. We thought there was an opportunity to build one brand speaking specifically to him. We found he does go around the dial and watches travel shows, real estate shows, cooking and food shows, and lifestyle programming. Again, he’s chasing it across the dial, and in some cases, he’s actually watching female-facing networks to get his lifestyle fix. We thought there was an opportunity to put all of that type of programming under one roof. The reaction from the production community and advertising community has been very positive. **The launch was postponed in April to allow for more original programming. What have been the fruits of the delay?** What we’ve been able to do is get some of our more ambitious story-driven shows, the docuseries in particular, into production. We wouldn’t have had as much in production if we’d launched in April. From the first wave of stuff we’ve done, cooking competition show “Knife Fight,” “The Getaway,” our show “Brew Dogs” about craft beer, and “Boundless.” Those shows we were able to shoot in a very tight concentrated way. The docuseries you have to let play out over a longer period of time. [“Horseplayers,” a docuseries around professional horse race handicapping, premieres in 1Q]. **You’re starting the network off with a special celebrating Esquire magazine’s 80th anniversary. How else will you incorporate the publication?** We have a couple of other shows that we’ve greenlit into production based on columns in the magazine. We’re not quite ready to talk about them specifically. We felt it was important to provide some context for viewers about why Esquire and why this brand is perfect for television. Most of the guys we’re trying to reach know the brand, but I’m not sure they know the history of the brand. **Do you see women watching?** We identified almost from the get-go that the programming choices we are making have a lot of co-viewing appeal. Women are going to want to watch these shows. When you look at the magazine and their approach to women—it’s women we love—that vibe is being carried through the programming choices. It is a male-skewing network, no doubt about it. But we definitely think women will want to watch.

Sponsorship Opportunities Available

CableFAX’s Tech Special Report: Women in Technology & SCTE Tec-Expo Dailies

Special Report: Women in Technology & SCTE Cable-Tec Expo Pre-Show

Distribution: 20,000+ digital distribution with Print Bonus distribution at SCTE Cable-Tec Expo and CableFAX Tech Roundtable.

AD CLOSE: 10/7; MATERIALS DUE: 10/11

Print + Digital Edition

SCTE Cable-Tec Expo/CableFAX Tech Dailies, October 22, 23, 24

Distribution: 1,000 daily in publication bins @ show; electronically to 21,000+ subscribers.

AD CLOSE: 10/11; MATERIALS DUE: 10/15

For rates and more information on how to reach your target audience, sponsor CableFAX Tech Roundtable or reap the benefits of content marketing contact: Amy Abbey, Associate Publisher, at aabbey@accessintel.com or 301-354-1629.

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ABC, VP, Research
ABC, PR
Access Media 3, Marketing Director
Adobe, Sr Manager, Business Development
Allant, VP, Business Development
Allant, SVP, Business Development
Allant, EVP, Cable & Media
AMC Networks, SVP, Business Development & Advanced Platforms
AMC Networks, VP Digital Partnerships and Operations
Arbitron Inc., SVP, Cross-platform Sales & Marketing
Arbitron Inc., VP, Product Management, Cross-platform Services
Arbitron Inc., Senior National Account Manager
BET Networks, EVP, Digital Media
Bravo Media, VP, Media Research
Cable One, Inc., SVP and Chief Sales & Marketing Officer
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Cable Public Affairs Channel, Manager, Communications
Cable Public Affairs Channel, New Media Producer
Cable Public Affairs Channel, President/GM
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Cisco, Director, Service Provider Video Marketing
Clearleap, Principal
Clearleap, VP, Product Management
Comcast Cable, VP, Programming
Comcast Spotlight, Senior Director Communications
Communications Daily, Streaming Reporter
Cox Communications, Social Media Leader & Digital Marketing
CSE, SVP, Strategy
CSG International, Director of Product Strategy
C-SPAN, Vice President
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DISH Network, GM, Interactive & Advanced TV

Disney/ABC TV, VP, Multiplatform Research
ESPN, EVP, Ad Sales & Marketing
Food Network, Manager, Digital Advertising
Frecuencia Latina, General Manager
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GetGlue, EVP, Business Development, Partnerships and Strategy
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HSN, EVP, Affiliate Relations
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iN DEMAND, Senior Director of Online Marketing
LAPTV, LLC, Senior Director of Business Strategy
Machinima, CEO
Mediacom Communications, EVP, Programming and Human Resources
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National Cable Television Cooperative, VP, Programming
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NBCUniversal, Director Marketing and Media Planning
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Rentrak, VP Product, OnDemand Everywhere
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Scripps Network Interactive, Interactive Ad Sales Marketing Manager
Scripps Network Interactive, Interactive Ad Sales Marketing Director

Scripps Networks Interactive, COO, uLive
Scripps Networks Interactive, VP, Strategic Research
SeaChange International, VP, Strategic Marketing
SES, Sr. Director, North America
SJI Associates, VP
SNL Financial, Senior Business Adviser
Sucherman Consulting Group, Managing Director
Synacor, VP/GM, TV Everywhere
Technology, Patents & Licensing, Senior Analyst
Telemundo, COO
Televisa, Marketing Director
The Boston Consulting Group, Project Leader
The Boston Consulting Group, Partner and Managing Director
The Madison Square Garden Company, VP Affiliate Marketing
The Madison Square Garden Company, Manager Affiliate Marketing & Operations
The Madison Square Garden Company, Director Affiliate Marketing & Client Services
The Madison Square Garden Company, Director Affiliate Marketing
Time Warner Cable, GVP of Content Acquisition
Time Warner Cable, VP, Research
Time Warner Cable, Director of Communications Strategy
Turner, Sr Director, Sponsorship Solutions, TEN Sponsor Shop
Turner Broadcasting System, VP, Business Development and Multi-Platform Distribution
Turner Broadcasting System, Inc., Associate Director, AYAKM Brand Development
Vermont Telephone Company, Inc., Video Content Manager
Vermont Telephone Company, Inc., Director of Sales and Marketing
Viamedia, CEO & Co-Founder
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At Our Deadline: Nielsen said it has reached an agreement with the **FTC** for its proposed \$1.3bln acquisition of **Arbitron**, which is expected to close Sept 30. The FTC order effectively enables the continuation of a cross-platform project measuring TV, radio, PC, mobile and tablet engagement that was announced by Arbitron in concert with **ESPN** and **comScore** last year. Should an FTC- approved 3rd party elect to licensing terms, Nielsen would make available for license the Arbitron PPM and related data as well as software and tech being used in the ESPN project for the sole purpose of cross-platform measurement for up to 8 years.

Retrans: If a broadcaster goes dark in a retrans fight, it's not a given it will get its old channel spot back once a new agreement is reached. **Time Warner Cable** and **Journal Broadcast** finally buried the hatchet Fri, with Journal stations off the MSO's lineup since July 25 returning. But TMJ4 in Milwaukee didn't return to channel 4, despite its name. It's now on channel 2, while **GSN** continues to occupy the channel 4 slot it moved into during the dispute. TMJ4 did keep its channel 1004 HD spot. The lengthy blackout included Journal stations in Milwaukee, Green Bay/Appleton, Omaha, Nashville and Palm Springs DMAs. Journal Broadcast Group said it retains control of TV Everywhere rights for live network program streaming to smart phones, tablets and computers. TWC svp, content acquisition *Andrew Rosenberg* thanked customers for their patience: "As in all of our negotiations, we aim to hold down programming costs and retain our ability to deliver a great video experience for our customers. We are glad that we were able to achieve both." Journal pres/CFO *Andre Fernandez* also claimed victory, saying "this is the result we were working so hard to achieve."

Help Wanted: **ABC Family** is searching for a new pres with *Michael Riley* announcing his departure after nearly 6 years with **Walt Disney Co.** Riley agreed to stay on during the search. He wants to explore new TV and content endeavors with a greater focus on intl, an area in which he spent many years. "Michael has been a great leader over the past six years at Radio Disney and ABC Family, and his contributions will be felt for years to come," said *Anne Sweeney*, **Disney Media Nets** co-chmn and Disney/ABC TV Group pres. ABC Family was the #1 net in women 18-34 for 2nd consecutive summer and a top 5 net among women 18-49 and viewers 12-34, led by shows such as "Pretty Little Liars" and newcomer "The Fosters."

TVE: **Verizon** scored out-of-home live linear TV and VOD rights for its FiOS TV subs. Through the upgraded Verizon FiOS mobile app, up to 9 live TV channels are available via select iOS, Android mobile devices and tablets, with more platforms to be added later this year. Initial network partners include **BBC America**, **BBC World News**, **EPIX**, **NFL Network** (tablets only, includes "Thursday Night Football"), **Tennis Channel** and **Scripps Nets** including **Food** and **Travel Channel**. When it comes to in-home content, FiOS TV subs in NY, NJ, Philly and DC can now watch local programming at home on the local affil of **ABC**, **NBC**, **CBS**, **Fox** and Spanish-language nets like **UniMas** and **Univision**, through mobile devices. Meanwhile, the telco streamlined features from FiOS Mobile Remote and Verizon Media Manager into one single FiOS TV app. Competitors like **Time Warner Cable** and **DirecTV** also offer out-of-home programming for their TV subs.

Googlism: **Google Fiber** is teaming with nonprofit **US Ignite** to launch in Nov an initiative to find applications that can leverage Gigabit speeds. Specifically, the company wants apps that are not limited by bandwidth and are "incredibly and realistically responsive, with no latency or delay," US Ignite COO *Joe Kochan* said in a blog post. It's also looking for apps that let users control things with hands, eyes or body language, to enable real-time collaboration and provide immediate results from "massive computational efforts with big data." The parties have started accepting web-based applications.

Programming: **TLC's** "Here Comes Honey Boo Boo" returns on Jan 1 with 12 new eps and 3 specials. Dates for the specials and content haven't been released. -- **AMC Networks'** "Breaking Bad" will air its final ep on Sept 29, followed by an expanded 1-hour ep of "Talking Bad," the live after show. Leading up, the net is airing the "Breaking Bad Marathon: Countdown to Finale," starting on Wed with season 1-4. -- To bring back family night on Fridays, **USA Network** moved new holiday season reality series "It Takes A Choir" to Fridays at 10pm, immediately following themed eps of "Modern Family."

Marketing: **Time Warner Cable** teamed with **Fox Broadcasting** for a national TV spot featuring "New Girl" star *Zooey Deschanel* highlighting her show, as well as TWC's VOD and TVE capabilities. Next month, TWC hosts a national **Face-book** sweepstakes for a chance to win a 2-night trip for 2 to L.A. and a \$5K shopping spree with a top Hollywood stylist.

On the Circuit: The 4th annual **espnW: Women + Sports Summit**, to be held Oct 9-11 in CA, features speakers like **ESPN** pres *John Skipper* and ESPN evp/CFO *Christine Driessen*. This year's theme for the event, also featuring keynote address by *Michelle Kwan*, is "Make an Impact," which focuses on the significant role women are playing the sports world.

CableFAX Week in Review

Company	Ticker	9/20 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS
 21ST CENTURY FOX:.....FOXA..... 33.01.....1.16%..... 0.00%
 DIRECTV:.....DTV..... 63.41.....2.66%..... 26.42%
 DISH:.....DISH..... 47.27.....(0.95%)..... 29.85%
 DISNEY:.....DIS..... 65.01.....(2.52%)..... 30.57%
 GE:.....GE..... 24.01.....3.67%..... 14.39%

MSOS
 CABLEVISION:.....CVC..... 17.62.....(0.17%)..... 17.94%
 CHARTER:.....CHTR..... 133.84.....3.95%..... 75.55%
 COMCAST:.....CMCSA..... 44.40.....0.98%..... 18.84%
 COMCAST SPCL:.....CMCSK..... 43.17.....1.24%..... 20.18%
 GCI:.....GNCMA..... 9.24.....1.87%.....(3.65%)
 LIBERTY GLOBAL:.....LBTYA..... 78.30.....1.06%..... 24.36%
 LIBERTY INT:.....LINTA..... 24.53.....4.12%..... 24.64%
 SHAW COMM:.....SJR..... 23.33.....0.21%..... 1.52%
 TIME WARNER CABLE:.....TWC..... 113.59.....2.14%..... 16.87%
 WASH POST:.....WPO..... 580.35.....0.16%..... 58.91%

PROGRAMMING
 AMC NETWORKS:.....AMCX..... 67.51.....8.21%..... 36.38%
 CBS:.....CBS..... 56.08.....1.12%..... 47.39%
 CROWN:.....CRWN..... 3.10.....(0.64%)..... 67.57%
 DISCOVERY:.....DISCA..... 81.80.....5.10%..... 28.86%
 GRUPO TELEVISIA:.....TV..... 28.67.....3.13%..... 7.86%
 HSN:.....HSNI..... 54.67.....(1.65%).....(0.74%)
 INTERACTIVE CORP:.....IACI..... 53.40.....0.55%..... 13.04%
 LIONSGATE:.....LGF..... 33.83.....(8.42%)..... 106.28%
 MADISON SQUARE GARDEN:.....MSG..... 56.57.....1.05%
 27.55%
 SCRIPPS INT:.....SNI..... 77.75.....4.74%..... 34.24%
 STARZ:.....STRZA..... 26.95.....3.49%..... 0.00%
 TIME WARNER:.....TWX..... 64.30.....2.78%..... 34.43%
 VALUEVISION:.....VVTV..... 4.53.....(1.52%)..... 151.67%
 VIACOM:.....VIA..... 83.60.....1.12%..... 54.04%
 WWE:.....WWE..... 9.70.....(0.72%)..... 22.94%

TECHNOLOGY
 ADVANTAGE:.....AEY..... 2.50.....0.81%..... 25.63%
 ALCATEL LUCENT:.....ALU..... 3.41.....(1.16%)..... 145.32%
 AMDOS:.....DOX..... 37.03.....(0.03%)..... 8.94%
 AMPHENOL:.....APH..... 76.76.....(0.69%)..... 18.64%
 AOL:.....AOL..... 35.58.....4.86%..... 20.16%
 APPLE:.....AAPL..... 467.41.....0.54%.....(12.17%)
 ARRIS GROUP:.....ARRS..... 16.77.....1.39%..... 12.25%
 AVID TECH:.....AVID..... 5.61.....3.70%.....(25.99%)
 BLNDER TONGUE:.....BDR..... 0.94.....2.17%.....(18.26%)
 BROADCOM:.....BRCM..... 27.34.....4.75%.....(17.67%)
 CISCO:.....CSCO..... 24.51.....0.78%..... 24.73%
 CONCURRENT:.....CCUR..... 7.51.....(4.09%)..... 30.84%
 CONVERGYS:.....CVG..... 18.89.....2.83%..... 15.11%
 CSG SYSTEMS:.....CSGS..... 24.37.....2.83%..... 34.05%
 ECHOSTAR:.....SATS..... 43.66.....1.82%..... 27.59%
 GOOGLE:.....GOOG..... 903.11.....1.58%..... 27.67%
 HARMONIC:.....HLIT..... 7.64.....1.73%..... 50.69%
 INTEL:.....INTC..... 23.77.....1.40%..... 15.27%
 JDSU:.....JDSU..... 14.98.....(0.17%)..... 11.00%
 LEVEL 3:.....LVLT..... 26.57.....2.23%..... 14.97%

Company	Ticker	9/20 Close	1-Week % Chg	YTD %Chg
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MICROSOFT:.....MSFT..... 32.79.....(0.72%)..... 22.77%
 NIELSEN:.....NLSN..... 35.87.....2.49%..... 17.26%
 RENTRAK:.....RENT..... 32.11.....0.63%..... 64.75%
 SEACHANGE:.....SEAC..... 11.59.....(0.26%)..... 19.86%
 SONY:.....SNE..... 21.36.....0.85%..... 90.71%
 SPRINT NEXTEL:.....S..... 6.26.....(6.85%)..... 10.41%
 TIVO:.....TIVO..... 12.18.....(0.45%).....(1.1%)
 UNIVERSAL ELEC:.....UEIC..... 32.99.....1.73%..... 70.49%
 VONAGE:.....VG..... 3.01.....(3.22%)..... 27.00%
 YAHOO:.....YHOO..... 30.93.....5.69%..... 55.40%

TELCOS
 AT&T:.....T..... 34.31.....(0.01%)..... 1.79%
 VERIZON:.....VZ..... 47.78.....0.04%..... 10.42%

MARKET INDICES
 DOW:.....DJI..... 15451.09.....0.49%..... 17.91%
 NASDAQ:.....IXIC..... 3774.73.....1.41%..... 25.01%
 S&P 500:.....GSPC..... 1709.91.....1.30%..... 19.89%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. AMC NETWORKS:.....	67.51	8.21%
2. YAHOO:.....	30.93	5.69%
3. DISCOVERY:.....	81.80	5.10%
4. AOL:.....	35.58	4.86%
5. BROADCOM:.....	27.34	4.75%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LIONSGATE:.....	33.83	(8.42%)
2. SPRINT NEXTEL:.....	6.26	(6.85%)
3. CONCURRENT:.....	7.51	(4.09%)
4. VONAGE:.....	3.01	(3.22%)
5. DISNEY:.....	65.01	(2.52%)

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