

CableFAX Daily™

Friday — September 30, 2011

What the Industry Reads First

Volume 22 / No. 189

Bases Jammed: Turner Has MLB Post-season Covered

Turner Sports may have suffered an inauspicious start to its post-season baseball coverage by missing out on a chance to feature 2 tiebreaker games, but chokes by the Red Sox and Braves won't scratch what has become an autumn gem for the net. While football receives the lion's share of attention this time of year, baseball has delivered consistent and/or growing viewership on cable in recent years while **TBS'** expansive playoff action—this season the net has the ALDS, the NLDS and the NLCS—knocks in the runs. Four Yankees-Rangers contests hit the cable telecast top 10 last Oct, for example, and 2 of those notched spots within the '10 top 20. Turner's overall playoff ratings have grown a modest 6% since '08, yet ad sales have exhibited powerful growth. After selling out its regular-season inventory, said **Turner Sports Ad Sales & Marketing** evp *Jon Diament*, Turner is "virtually sold out" for the playoffs after not being able to unload all of its post-season spots just 3 years ago. Like other sports on TV, baseball enjoys the benefit of incenting live engagement by viewers, said Diament, but where ad success is concerned, "the biggest reason is the upscale demos" that baseball attracts. Cynics may pillory baseball's aging fan base—roughly 41% of the collective audience of the aforementioned Yanks-Rangers games were 18-49s—yet when men 25-54 who typically don't watch a lot of TV tune in, said Diament, advertisers clamor to get involved. As a result, he said, segments including financials, auto makers and travel are well represented this year. Also helping is baseball's "integration of the Web in a big way," said Diament, an MLB priority that dovetails beautifully with Turner's digital prowess. "Advertisers follow audiences," he said, noting "tremendous growth in online ratings." This year, **Captain Morgan** is sponsoring a large online component featuring in-depth game reports and post-game interviews. Other data point to the growing popularity of baseball on digital platforms as well. **ESPN.com's** MLB section is up 25% in total minutes and 17% in visits over last year, and MLB content on ESPN's mobile properties has increased 27% in total minutes and 20% in visits. Yes, baseball is alive and well, further evidenced by the fact that **Fox's** ad inventory for the 1st 4 games of the ALCS and World Series is in the books.

Retransrama: **NCTC** usually leaves **FCC** issues to the **ACA**, but with member **Mediacom's** retrans spat with broadcaster **LIN** hitting the 1-month mark and thousands of retrans deals up for negotiation this fall, the buying

CableFAX Webinar:

Social Media for Cable: What Works for Your Bottom Line

October 12, 2011

1:30 – 3:00 pm ET

Social media continues to drive marketing and audience engagement, and nowhere is that more apparent than within the cable industry where watercooler buzz and word-of-mouth can make or break a product or show. But...what really works when it comes to turning social media activities into the kind of buzz that fuels your profits? Unlock the techniques, principles and best practices that go miles toward helping any organization reach its social media goals. Join us as industry experts from Time Warner Cable, Bravo and Charter share their tips and best practices for social media's pivotal role in cable's future success.

Register Now at: www.cablefax.com/socialmediaoct12/

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CableFAX Luncheon

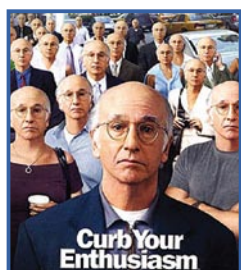
October 18, 2011 ■ Noon–2 p.m. ■ Renaissance Hollywood Hotel & Spa

CableFAX PROGRAM AWARDS

CableFAX Programming Hall of Fame



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Curb Your Enthusiasm
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Host, “Chelsea Lately” –
E!



Gary Marsh
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Henry Schleiff
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COO – Telemundo



John Landgraf
President – FX



Johnathan Rodgers
President & CEO – TV One



Kyra Sedgwick
Actress, “The Closer”
TNT



Mark Haines
CNBC Anchor,
posthumous – CNBC

Congratulations to all the Honorees

Join us as we celebrate the Top Ops, Hall of Fame and Program Awards Finalists on October 18 in Hollywood.
To register for the event visit: <http://www.cablefax.com/programawards>

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co-op is making an exception. Just chalk it up to what seems an informal push to get the FCC to focus on its proposal to change retrans consent rules, a campaign that has included visits to the Commission by senior MVPD execs in recent weeks. NCTC says it has seen 28 member companies exit the video business completely since Jan '10 because they couldn't absorb the increases in program costs. "If current programming market trends hold, we expect to see this pace increase to the detriment of consumers and competition," NCTC pres/CEO *Rick Fickle* wrote in a letter to the FCC chmn Thurs. "People living in small, rural communities seem to be among the first Americans to face this unwelcomed trend." Fickle said he hoped chmn *Julius Genachowski* would take NCTC's info and views into account as "you see retransmission consent impasses involving smaller operators develop in the current negotiating cycle, and consider what the Commission can do to help minimize the impact of these disruptions on consumers." While the NCTC letter dealt primarily with retrans, it noted that the prices for cable programming are also on the rise, with members facing costs increases of 10-90% in recent negotiations.

Phone Groan: Widespread outages due to severe winter weather notably impacted satisfaction with phone service performance and reliability, according to **J.D. Power and Assoc** '11 US Residential Phone Customer Satisfaction Study, which also found that the use of Internet calling services such as **Skype** increased to 21% from 16% in '10. The good news is traditional cable ops led in satisfaction in 3 of the 4 regions, including **Cox** in the East and West and **Bright House** in the South. **WOW!** paced the North Central region. Unfortunately, **Charter** ranked below the regional avg in the 3 areas in which it operates, and **Time Warner Cable** and **Comcast** did the same in 3 of 4. **Cablevision** and **Verizon** took 2nd and 3rd in the East, Cox and **AT&T** in the South, **Cincinnati Bell** and AT&T in the North Central region, and **CenturyLink** and Comcast out West.

Wireless: **Cox** can check complete wireless rollout across its entire CA footprint off its to-do list, with the MSO officially launching its "Unbelievably Fair" mobile phone plans in San Diego and Santa Barbara Thurs. Late last year, Orange County, CA, was one of the 1st markets to launch the wireless offering. Along with its Moneyback Minutes, Cox has added a Mexico calling plan and Talk List—allowing those with 800min+ plans free calling to numbers on their "Talk List."

In the States: **MGM Studios** has teamed with former **TV One** exec *Lee Gaither* to shop around **KIN TV**, a broadcast digital net that targets African Americans, *TVNewsCheck* reports. MGM declined to comment, TVNC reported, but you can check out more at kintv.tv. On Mon, African-American-aimed diginet **Bounce TV** launched in several markets, including Chicago and Atlanta.

At the Portals: Comments on the **FCC's** NPRM for closed captioning IP-delivered video programming under the 21st Century Communications and Video Accessibility Act are due Oct 18; replies are due Oct 28.

Measurement: **Rentrak** agreed to allow **Harris Corp** to integrate its **StationView Essentials TV** ratings data into a broad range of media software solutions to aid mutual clients. Rentrak's ratings service encompasses data from more than 19mln homes.

Technology: **CableLabs** intro'd the **PeerConnect Registry**, a cable op service designed to facilitate end-to-end IP comm. It connects ops and their partners so they can exchange the necessary data to establish voice and video call, SMS messages and other comm, and has been used by **Cablevision** for some time.

Social Circle: **DirectTV's** Social TV app users can now use **GetGlue** to check in and share what they're watching with friends on their TV screens. Users can share a live stream of what they're watching or let others know what they're watching. Friends can choose to instantly start watching the same show.

Programming: **The Hub** is bringing financial literacy to kids in a series of animated specials. "Secret Millionaires Club" was created in partnership with and voiced by *Warren Buffett*. The 1st of 4 specials (Oct 23 1pm) features guest star *Jay-Z* and advice for a group of teens raising money for their school. -- **OWN's** "The Rosie Show" announced that comedian and actor *Russell Brand* will be the 1st guest to premiere on the show, Oct 10, 7pm. -- **Spike TV** ordered 10 episodes of the new, original series "Diamond Divers" to air in '12. The series follows a crew of divers and sailors who travel from Washington State to the Skeleton Coast off South Africa to mine for diamonds. -- "Bomb Patrol: Afghanistan," a new doc series following an elite, 8-man US Navy Explo-

BUSINESS & FINANCE

sive Ordnance Disposal platoon as they search for and disarm explosives in war-torn battlegrounds, premieres on **G4**, Oct 25 at 10pm.

Marketing: Outdoor Channel announced its 5th annual "Gear Up and Go!" national sweepstakes for the month of Oct, just in time for hunting season. Viewers will be encouraged to enter online via on-air spots for the chance to win daily prizes and the grand prize 5-day trip to Colorado.

On the Circuit: Presented by **Motorola Mobility** and in partnership with **AMC Nets, The Cable Center's** Cable Mavericks Masters Forum (Oct 28 in NYC) features panels such as "Leadership 2.0: Stand Out and Be Outstanding" and "Changing the Game of Football: Cable Then and Now," plus several high-profile panelists.

Honors: FCC commish *Michael Copps* was honored Wed with the *Newton Minow Award* at the 29th annual **Everett C Parker Ethics in Telecommunications Lecture**. Former FCC chmn Minow will be forever known for his "Vast Wasteland" speech. Copps gave a shout out to both Minow and Parker, who was a broadcast public interest advocate as dir of the **Office of Communication of the United Church of Christ** from 1954 until 1983. Copps pledged that his support for diverse voices in media won't end when he retires from the FCC later this year.

CableFAX Daily Stockwatch

Company	09/29 Close	1-Day Ch	Company	09/29 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	43.33	(0.99)	CISCO:	15.85	0.01
DISH:	26.19	(0.97)	CLEARWIRE:	2.57	0.05
DISNEY:	30.65	0.17	CONCURRENT:	5.53	(0.15)
GE:	15.86	0.41	CONVERGYS:	9.54	0.14
NEWS CORP:	16.05	0.06	CSG SYSTEMS:	12.95	0.25
MSOS					
CABLEVISION:	16.67	(0.39)	ECHOSTAR:	22.78	0.23
CHARTER:	48.12	(1.08)	GOOGLE:	527.50	(1.34)
COMCAST:	21.69	(0.3)	HARMONIC:	4.39	0.14
COMCAST SPCL:	21.43	(0.26)	INTEL:	22.21	(0.1)
GCI:	8.47	0.53	JDSU:	10.60	0.04
KNOWLOGY:	13.37	(0.06)	LEVEL 3:	1.51	(0.05)
LIBERTY GLOBAL:	36.93	(0.44)	MICROSOFT:	25.45	(0.12)
LIBERTY INT:	15.34	(0.37)	MOTOROLA MOBILITY:	37.87	(0.03)
SHAW COMM:	20.16	(0.16)	RENTRAK:	13.07	(0.2)
TIME WARNER CABLE:	64.74	(0.32)	SEACHANGE:	8.07	0.36
VIRGIN MEDIA:	24.93	(0.22)	SONY:	19.73	0.39
WASH POST:	324.29	9.14	SPRINT NEXTEL:	3.13	0.05
PROGRAMMING					
AMC NETWORKS:	33.19	(0.22)	THOMAS & BETTS:	41.64	1.00
CBS:	20.97	(0.27)	TIVO:	9.73	(0.16)
CROWN:	1.44	0.10	UNIVERSAL ELEC:	16.92	0.75
DISCOVERY:	38.54	(1.22)	VONAGE:	2.61	(0.06)
GRUPO TELEVISIA:	18.79	0.19	YAHOO:	13.42	(0.77)
HSN:	33.94	(0.65)	TELCOS		
INTERACTIVE CORP:	40.00	0.14	AT&T:	28.84	0.29
LIONSGATE:	6.92	0.31	VERIZON:	37.15	0.31
LODGENET:	1.63	(0.09)	MARKET INDICES		
NEW FRONTIER:	1.10	(0.02)	DOW:	11153.98	143.08
OUTDOOR:	6.14	0.10	NASDAQ:	2480.76	(10.82)
SCRIPPS INT:	38.44	(0.57)	S&P 500:	1160.40	9.34
TIME WARNER:	30.70	(0.08)			
VALUEVISION:	2.46	UNCH			
VIACOM:	50.63	(0.12)			
WWE:	9.29	0.07			
TECHNOLOGY					
ADDVANTAGE:	2.24	0.18			
ALCATEL LUCENT:	3.08	0.06			
AMDOCS:	27.37	(0.31)			
AMPHENOL:	43.20	0.70			
AOL:	12.27	0.33			
APPLE:	390.57	(6.44)			
ARRIS GROUP:	10.40	0.09			
AVID TECH:	8.08	(0.09)			
BIGBAND:	1.35	0.03			
BLNDER TONGUE:	1.17	UNCH			
BROADCOM:	34.22	0.19			

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PROGRAMMER'S PAGE with Chad Heiges and Seth Arenstein

Scary Good

FX has kept "American Horror Story" (Oct 5) cloaked in mystery for months. Initial descriptions of the show were vague, the print features extremely odd and the video clips even stranger. And to add one last dash of intrigue, the net didn't get back to me regarding my request to interview one of the showrunners. Horror star *Dylan McDermott* maintained the shroud during a Wed night appearance on **E!**'s "Chelsea Lately." "It's creepy and scary and weird and everything it should be," he said, comparing Horror to "Rosemary's Baby." If you like sex and booze, said McDermott, you'll like this "psychosexual" show. What has been known is the lead family's move to the West Coast to escape past anguish and, according to McDermott, its subsequent inhabitation of a "f**** up house." Mystery and suspense are mandatory assets of any effective horror franchise, and with the 1st asset obviously satisfied I approached my viewing of Horror with the 2nd in spades. The series did not disappoint. I completed the pilot disturbed, mystified and, most importantly, frighteningly captivated. It wastes precious little time amping up the horror and deftly intro's a string of sketchy characters while eliciting some very important questions. Just a few of the elements: murdered kids, a bondage suit comes to life, a man whose badly burned head resembles Freddy Krueger and a housekeeper who appears differently to separate family members. McDermott is good as a conflicted psychiatrist approaching ignobility, and his long-suffering wife is aptly played by *Connie Britton*. The other characters are solid, too, but *Jessica Lange* is spot-on creepy in her 1st-ever regular series TV role. She's shivers and quivers all rolled into a questionably clad kleptomaniac. FX has become known for truly embodying the essence of original programming, and Horror will only enhance that reputation. *CH*

Highlights: "Homeland," pilot, Sun, 10p, **Showtime**. You must suspend reality to get absorbed by the pilot of this CIA thriller. The tension ebbs in ep 2, but *Claire Danes*, *Damian Lewis* and *Mandy Patinkin* don't. *SA*

Worth a Look: "The Horrors of Stephen King," Mon, 8p, **TCM**. The shelf life of horror films is limited, in terms of viewers' emotional response to them. The 1st time we see one we're riveted; the 2nd time we're scared; after that, we're not frightened, we're simply remembering the horror we experienced the first time. So says *Stephen King* in this ghoulishly good special kicking off TCM's month of classic horror flicks. -- "American Horror Story," premiere, Wed, 10p, **FX**. Weird things keep happening in this imaginative series about a couple (*Connie Britton* and *Dylan McDermott*) with a devilish past who move into a haunted LA mansion. While "Haunted" has many loose ends and feels like a bad trip (don't ask), it's clear it will do nothing to help the area's sluggish housing market. *SA*

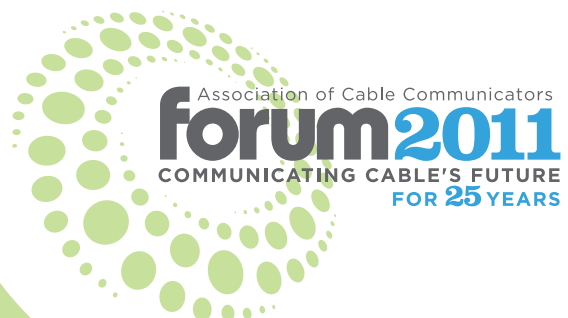
Notable: **HBO's** "Hung" and "How to Make It in America" (10 & 10:30p) and **Showtime's** "Dexter" (9p) return Sun. We welcome them. While "Hung" remains strange, "Dexter's" strangeness is its charm. "America" may be little known, but its youthful grunge and Lake Bell are delightful. *SA*

Basic Cable Rankings (6/27/11-9/25/11) Mon-Sun Prime			
1	USA	2.7	2670
2	TNT	1.9	1913
2	DSNY	1.9	1900
4	FOXN	1.6	1533
5	HIST	1.5	1509
5	ESPN	1.5	1460
7	A&E	1.2	1231
8	FX	1.1	1083
8	SYFY	1.1	1059
8	FAM	1.1	1040
11	MTV	1.0	1041
11	HGTV	1.0	997
11	ADSM	1.0	955
14	LIFE	0.9	935
14	NAN	0.9	919
14	TBSC	0.9	905
14	FOOD	0.9	904
14	DISC	0.9	886
14	TLC	0.9	862
14	TRU	0.9	798
14	NKJR	0.9	643
22	AMC	0.8	800
22	CMDY	0.8	778
22	TVLD	0.8	731
25	SPK	0.7	695
25	BRAV	0.7	681
25	MSNB	0.7	637
25	BET	0.7	600
25	HALL	0.7	587
30	HLN	0.6	593
30	EN	0.6	554
30	CNN	0.6	551
30	LMN	0.6	468
30	ID	0.6	456
35	VH1	0.5	488
35	NGC	0.5	378
37	ESP2	0.4	445
37	AFL	0.4	426
37	OXYG	0.4	333
37	DXD	0.4	292
37	NKTN	0.4	225
37	NFLN	0.4	216
37	HMC	0.4	162
44	TRAV	0.3	332
44	TWC	0.3	266
44	SOAP	0.3	249

*Nielsen data supplied by ABC/Disney

**OCTOBER 5-6, 2011
NEW YORK CITY**

To register, or for more information,
go to www.cablecommunicators.org
or call 800-210-3396 or 202-222-2370.



2011 CableFAX Program Awards Finalists

Best Actor in Cable - Platinum

- Khandi Alexander – Treme, HBO
- Bryan Cranston - Breaking Bad, AMC
- Peter Dinklage - Game of Thrones, HBO
- Joseph Fiennes – Camelot, Starz
- Jon Hamm - Mad Men, AMC
- Stacey Keach - Lights Out, FX
- Edgar Ramirez - Carlos Sundance, Channel

Best Actress in Cable - Platinum

- Eve Best - Nurse Jackie, Showtime
- Mireille Enos - The Killing, AMC
- Elisabeth Moss - Mad Men, AMC
- Katey Sagal - Sons of Anarchy, FX

Best Cable Program - Platinum

- AMC - Breaking Bad
- AMC - Mad Men
- FX - Rescue Me
- FX - Sons of Anarchy
- HBO - Game of Thrones
- Sundance Channel - Carlos
- USA Network - Burn Notice

Best New Cable Program - Platinum

- AMC - The Killing
- AMC - The Walking Dead
- HGTV - Selling New York
- IFC - Portlandia
- Showtime - Shameless

Best Writer - Platinum

- AMC - Matt Weiner - Mad Men
- AMC - Vince Gilligan - Breaking Bad
- BBC America - Neil Cross - Luther
- HBO - Terence Winter - Boardwalk Empire
- Showtime - Paul Abbott - Shameless

Best Online-Only/Mobile Extras for a Linear Show

- Sprout - Good Night Star
- WE tv - Braxton Family Values Mini-Site

Best Online-Only/Mobile-Only Show

- E! Entertainment Television - E! News Now
- EPIX - EPIX Presents: Waiting for Superman Virtual Town Hall

- G4 - Feedback
- NBA Digital - The Jump (on NBA.com)

Best Opening Sequence

- CNBC - Investing in America: A CNBC Town Hall Event with President Obama
- ESPN - NBA on ESPN: 2010 NBA Finals Open
- IFC - Portlandia (Dream of the 90s)
- WE tv - Braxton Family Values

Best Video on Demand Program/Special

- Cox Media - What's Cooking with Eddie
- Sprout - Nina Sleeps
- Time Warner Cable - Carolina on Demand High School Sports

Best Actor/Actress/Host Comedy

- Fred Armisen – Portlandia, IFC
- Iris Bahr – Svetlana, HDNet
- Kathy Griffin - Kathy Griffin: 50 and Not Pregnant, Bravo
- Joel McHale - The Soup, E! Entertainment Television

Best Actor/Actress/Host Drama

- Idris Elba – Luther, BBC America
- Eva Green – Camelot, Starz
- Melissa Leo – Treme, HBO

Best Actor/Actress/Host Family Friendly

- Chica the Chicken - The Sunny Side Up Show, Sprout
- Sarah Jessica Parker - Battle of the Nutcrackers: Dance-off, Ovation

Best Actor/Actress/Host Food

- Padma Lakshmi - Top Chef, Bravo
- Zane Lamprey - Drinking Made Easy, HDNet
- Adam Richman - Man v Food, Travel Channel

Best Actor/Actress/Host Music

- Mark Hoppus - Hoppus on Music, Fuse
- Dolly Parton - Dolly Celebrates 25 Years of Dollywood, Hallmark Channel

Best Actor/Actress/Host News/Public Affairs

- Dan Rather - HDNet
- Ryan Seacrest - E! Entertainment Television
- Paula Zahn - On the Case with Paul Zahn, Investigation Discovery

Best Actor/Actress/Host Other

- Anthony Bourdain - Anthony Bourdain: No Reservations, Travel Channel
- Joel McHale - 2011 Spirit Awards, IFC
- Jeremy Wade - River Monsters: Demon Fish, Animal Planet
- Martha Stewart - The Martha Stewart Show, Hallmark Channel

Best Actor/Actress/Host Reality/Game Show

- Heidi Klum - Project Runway, Lifetime
- Art Mann - Art Mann Presents, HDNet
- Jerry Springer – Baggage, GSN
- Martha Stewart - The Martha Stewart Show, Hallmark Channel
- David Tutera - My Fair Wedding with David Tutera, WE tv

Best Actor/Actress/Host Regional

- Paul Lisnek - Comcast Chicago

Best Actor/Actress/Host Sports

- Mike Breen, Mark Jackson and Jeff Van Gundy - NBA on ESPN, ESPN
- Michael Schiavello - "The Voice Vs", HDNet

Best Actor/Actress/Host Talk Shows

- Andy Cohen - Watch What Happens Live, Bravo
- Lynn Doyle - It's Your Call with Lynn Doyle, The Comcast Network
- Michael Kay – CenterStage, YES Network
- Graham Norton - The Graham Norton Show, BBC America

2011 CableFAX Program Awards Finalists

Best Show or Series Animals/ Nature

- Animal Planet - Whale Wars: To the Ends of the Earth
- Nat Geo Wild - Great Migrations

Best Show or Series Animated

- FX - Archer
- The HUB TV Network - My Little Pony Friendship is Magic
- The HUB TV Network - Transformers Prime

Best Show or Series Children's

- Disney Channel/Disney Junior - Jake and the Never Land Pirates
- Disney Channel/Disney Junior - Mickey Mouse Clubhouse
- The HUB TV Network - R.L. Stine's The Haunting Hour: The Series

Best Show or Series Comedy

- BBC America - Gavin & Stacey: Season Three
- EPIX - Eddie Izzard: Live at Madison Square Garden
- FX - It's Always Sunny in Philadelphia
- FX - Louie
- HDNet - Svetlana
- IFC - Portlandia

Best Show or Series Documentary

- CNBC - The Facebook Obsession
- HDNet - Dan Rather Reports: A National Disgrace
- National Geographic Channel - Restrepo
- OWN: Oprah Winfrey Network - "Becoming Chaz"
- Sundance Channel - Brick City
- The Style Network - Too Fat for 15

Best Show or Series Drama

- A&E - The Glades
- ABC Family - The Secret Life of an American Teenager
- AMC - Breaking Bad
- AMC - The Walking Dead
- BBC America - Luther
- FX - Justified

Best Show or Series Education/ Instructional

- HGTV - Color Splash Miami
- HGTV - The Antonio Treatment
- Sportsman Channel - In-Fisherman TV

Best Show or Series Faith Based/Religious

- GMC - Christmas with a Capital C
- GMC - The Way Home

Best Show or Series Family Friendly

- Hallmark Channel - Smooch
- HGTV - House Hunters
- WE tv - Downsized

Best Show or Series Food

- Bravo - Top Chef
- Cooking Channel - Extra Virgin
- Food Network - Good Eats
- Food Network - The Best Thing I Ever Ate

Best Show or Series Music

- EPIX - The Black Eyed Peas: The E.N.D. World Tour
- Fuse - Hip Hop Shop
- GMC - 42nd Annual GMA Dove Awards
- Hallmark Channel - Dolly Celebrates 25 Years of Dollywood

Best Show or Series News

- CNBC - CNBC's Man vs. Machine
- E! Entertainment Television - E! News
- HDNet - HDNet World Report

Best Show or Series Other

- E! Entertainment Television - E! Live from the Red Carpet
- G4 - Attack of the Show!
- Lifetime - Amanda Knox: Murder on Trial in Italy
- Travel Channel - Anthony Bourdain No Reservations
- Animal Planet - Whale Wars: To the Ends of the Earth
- RLTV - Atrial Fibrillation

Best Show or Series Public Affairs

- Bay News 9 - Political Connections
- Comcast - CN100 - Chicago - Political Update - Richard M. Daley Special
- RLTV - Prime Votes National Forum

Best Show or Series Reality/ Game Show

- A&E - Beyond Scared Straight
- Bravo - The Real Housewives of Beverly Hills
- DIY Network - The Vanilla Ice Project
- E! Entertainment Television - Keeping Up with the Kardashians
- Food Network - Worst Cooks in America
- History - Swamp People
- WE tv - Braxton Family Values

Best Show or Series Regional

- Comcast Chicago - Day of Honor
- Fox Sports Midwest - This One's For You St. Louis Cardinals Telecast to Afghanistan
- Pennsylvania Cable Network - The Farm Show

Best Show or Series Sci Fi

- BBC America - Being Human Season Three
- BBC America - Doctor Who: Season 6
- SyFy - Eureka
- SyFy - Warehouse 13

Best Show or Series Sports

- Big Ten Network - "The Journey: Big Ten Basketball 2011"
- ESPN - NBA on ESPN: 2011 Western Conference Finals
- Universal Sports Network - Take a Seat: Sharing a Ride Across America

Best Show or Series Talk Shows

- Bravo - Watch What Happens Live
- CNBC - The Suze Orman Show
- E! Entertainment Television - Chelsea Lately
- RLTV - Taking Care with Joan Lunden