

CableFAX Daily™

Monday — October 1, 2012

What the Industry Reads First

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Zoinks! Cartoon Net Turns 20, Looks Beyond Animation

With **Cartoon Net** celebrating its 20th anniversary on Mon (Oct 1), **CableFAX** sat down with pres *Stuart Snyder* to talk about the secrets of longevity as well as whether kids' nets in particular should be worried about cannibalization from over-the-top. **What's made the net special?** It started as the 1st of its kind. Big vision by our founder Ted Turner—animation network. No one was doing it. It starts with the classic library—Hanna-Barbera and Looney Tunes library, and went from there into original content. I think it was really about the uniqueness of the network—the funny aspect to it. A common theme of the network and brand is to always present shows that can only be found on Cartoon Network. **Cartoon hasn't taken the educational route with programming that some of your peers have.** There was a moment in our history when Cartoon did try preschool, and frankly what we found is that it wasn't a great fit for our brand, and our audience responded accordingly. It was a noble attempt, but at the end of the day, it didn't feel like it matched up with what Cartoon Network is all about, which is about fun and entertaining kids. There are shows that we have on air that are entertaining that have messages. It's in the voice of our kids. They're watching shows that deal with topics and issues they deal with, but it doesn't come across as educational. It could be teamwork, friendship... I do believe anyone in the kids' space should be talking about issues that are important to our audience, and that's our pro-social issues such as Move It Movement or our Stop Bullying, Speak Up campaign. **There is a lot of concern about kids' programming available on Netflix, Hulu and so forth hurting kids' networks. Is that overblown?** I can only speak to our space. The good news is kids are watching television, and they're watching shows on TV. All the research shows that. We're not seeing any dramatic slippages. Having said that, we are seeing kids embrace additional platforms for content—VOD, smart phones, tablets and many different platforms. We are comfortable with where we are, and we're watching it closely. We're always adjusting our thinking in regards to how kids are watching content. And we've embraced our TV Everywhere strategy to make sure our brands and content are available wherever and whenever kids are. **Has there been any talk about rebranding your classic cartoon channel Boomerang?** We always talk about things, but Boomerang is a network that is passionately embraced by parents and kids, especially the younger audience. We're pleased with where we are. Until

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there's something that strikes us as better, we're very comfortable with it and pleased with it. **Cartoon has dipped a toe into live-action programming. More planned?** Animation is our core. The network will always be Cartoon Network, but we're dabbling in special events like "Hall of Game," and we do live-action when we find shows that we think also connect. We're having nice success right now with "Level Up," and we've announced Nick Cannon's "Incredible Crew" which will premiere in '13. We're listening to our audience tell us they like the diversification and broader content slate—as long as the content is funny and unique.

Let the Bidding Begin: Well, not quite. But the **FCC** did unanimously approve the launch of a rulemaking on incentive auctions aimed at reclaiming broadcast spectrum for wireless broadband use. The rulemaking wasn't available at press time, but it is described as seeking comment on issues surrounding bid collection, determination of which bids are accepted and determination of payment amounts to winners (for example, whether to collect sealed bids). Under the process, broadcasters can submit bids in a reverse auction to voluntarily relinquish spectrum, spectrum can be repacked to free up a portion of UHF for other uses and wireless providers can bid on relinquished spectrum in a forward auction. The Commission is seeking comment on establishing 6 MHz guard bands between mobile broadband use and broadcast use, and proposing to make this spectrum available for unlicensed use. The actual auction is expected to be held by June '14, with the order to be issued next year. The FCC announced the launch of the Broadcaster LEARN Program, aimed at helping broadcasters understand the financial opportunities of the incentive auctions. The 1st workshop under the program is set for Oct 26. The Commission also voted Fri to review its spectrum screen, which looks at how much spectrum a carrier is allowed to hold. Currently holdings are evaluated on a case-by-case analysis. Republicans expressed some concerns about hard spectrum caps being established, but the NPRM makes no determinations.

Ratings: Nielsen and the **Coalition for Innovative Media Measurement** have formed an "Innovation Committee" designed to collaborate with Nielsen's mobile TV Audience Measurement initiative. They'll develop and test different ways to measure audience using both passive and active apps on mobile phones, tablets and through an online Website. Nielsen is currently testing a smartphone/tablet application to record TV viewing information.

Dead for Dishies: Just like with "Breaking Bad," **AMC** will stream "The Walking Dead's" Season 3 premiere Oct 14 at 9pm ET/6pm PT (Michonne!). The move is aimed at **DISH** subs who will miss the premiere because AMC has been dark on the DBS provider's lineup since July. DISH subs need to register for the free live stream.

Programming: AMC greenlit an unscripted series that features competitions in small towns featuring local talent who get a chance to be in the spotlight. "Road Show" (wt) was greenlit for 8, one-hour eps. The net also renewed reality show "Small Town Security" for a sophomore run. -- **TNT** is bringing "Franklin & Bash" back for a 3rd season. -- In a news release claiming that it's "the only cable news network that has not chosen sides during this election," **CNN** said it would provide full coverage of the presidential and vice president debates at CNN.com/Debates. It also will debut new clip-and-share video editing features for the debates, allowing viewers to share clips directly through **Facebook** and **Twitter**.

On-Air Suicide: Fox News' Shepard Smith apologized to viewers Fri after the net showed what appeared to be a live suicide on air. The channel had been following a car chase when the suspect pulled over, got out of the car, put a gun to his head and fell to the ground. Smith said the network went into a 5-sec delay after the suspect got out of the car but failed to cut away. "We really messed up, and we're all very sorry... And that was wrong. And that won't happen again on my watch," Smith told viewers, according to *TVNewser*. The Website said no other national nets were carrying the chase. Fox News did not return a request for comment.

People: Rita Mullin was named evp, programming and development of **OWN**. The former **Discovery Fit & Health** exec has been serving as acting head of programming since Feb.

On the Circuit: The 8th annual **NY Television Festival** kicks off Oct 22. The indie showcase event lineup includes a panel devoted to the end of **MTV's** "Jersey Shore," featuring exec prod *Sally Ann Salsano* and the Shore gang (Oct 24, 8pm, 92Y Tribeca).

CableFAX Week in Review

Company	Ticker	9/28 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	52.44	0.27%	22.64%
DISH:	DISH	30.61	(4.07%)	7.48%
DISNEY:	DIS	52.28	(0.87%)	39.41%
GE:	GE	22.71	0.80%	26.80%
NEWS CORP:	NWS	24.79	(1.16%)	36.36%
MSOS				
CABLEVISION:	CVC	15.85	(2.88%)	11.46%
CHARTER:	CHTR	75.06	(5.5%)	31.82%
COMCAST:	CMCSA	35.74	(1.34%)	50.76%
COMCAST SPCL:	CMCSK	34.81	(0.85%)	47.75%
GCI:	GNCMA	9.80	8.65%	0.10%
LIBERTY GLOBAL:	LBTYA	60.75	1.98%	48.06%
LIBERTY INT:	LINTA	18.50	1.37%	14.06%
SHAW COMM:	SJR	20.50	(0.58%)	5.83%
TIME WARNER CABLE:	TWC	95.06	0.64%	49.54%
VIRGIN MEDIA:	VMED	29.42	(0.64%)	37.61%
WASH POST:	WPO	363.03	(1.68%)	(3.66%)

Company	Ticker	9/28 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	43.52	2.11%	15.81%
CBS:	CBS	36.33	(4.14%)	33.86%
CROWN:	CRWN	1.67	1.21%	38.02%
DISCOVERY:	DISCA	59.60	(0.5%)	45.47%
GRUPO TELEvisa:	TV	23.51	1.69%	11.63%
HSN:	HSNI	49.05	0.33%	35.27%
INTERACTIVE CORP:	IACI	52.06	(2.18%)	22.21%
LIONSGATE:	LGF	15.27	(0.65%)	83.53%
LODGENET:	LNET	0.64	68.42%	(73.22%)
NEW FRONTIER:	NOOF	1.33	1.53%	29.13%
OUTDOOR:	OUTD	7.28	3.41%	(2.41%)
SCRIPPS INT:	SNI	61.23	(0.63%)	44.34%
TIME WARNER:	TWX	45.34	(1.23%)	25.44%
VALUEVISION:	VVTV	2.35	9.30%	25.00%
VIACOM:	VIA	54.40	(0.49%)	2.01%
WWE:	WWE	8.05	(6.4%)	(13.63%)

Company	Ticker	9/28 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ALCATEL LUCENT:	ALU	1.10	(7.56%)	(29.49%)
AMDOCS:	DOX	32.99	(0.78%)	15.63%
AMPHENOL:	APH	58.88	(4.86%)	29.72%
AOL:	AOL	35.23	4.26%	133.31%
APPLE:	AAPL	667.11	(4.71%)	64.72%
ARRIS GROUP:	ARRS	12.79	(5.61%)	18.21%
AVID TECH:	AVID	9.46	(3.07%)	10.90%
BLNDER TONGUE:	BDR	1.06	4.95%	(13.11%)
BROADCOM:	BRCM	34.57	(4.58%)	17.75%
CISCO:	CSCO	19.09	1.03%	5.61%
CLEARWIRE:	CLWR	1.34	(19.28%)	(30.93%)
CONCURRENT:	CCUR	4.49	0.90%	18.47%
CONVERGYS:	CVG	15.67	(3.57%)	22.71%
CSG SYSTEMS:	CSGS	22.49	(2.13%)	52.89%
ECHOSTAR:	SATS	28.66	0.99%	36.87%
GOOGLE:	GOOG	754.50	2.79%	16.81%
HARMONIC:	HLIT	4.54	(6%)	(9.92%)
INTEL:	INTC	22.66	(2.01%)	(6.58%)
JDSU:	JDSU	12.38	(4.03%)	18.58%

Company	Ticker	9/28 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVL	22.97	(2.42%)	35.20%
MICROSOFT:	MSFT	29.76	(4.58%)	14.64%
RENTRAK:	RENT	16.93	0.18%	18.56%
SEACHANGE:	SEAC	7.85	(3.8%)	11.66%
SONY:	SNE	11.70	(7.87%)	(35.14%)
SPRINT NEXTEL:	S	5.52	(2.3%)	135.90%
TIVO:	TIVO	10.43	6.10%	16.28%
UNIVERSAL ELEC:	UEIC	17.58	1.03%	4.21%
VONAGE:	VG	2.28	(5%)	(6.94%)
YAHOO:	YHOO	15.97	1.56%	(0.96%)

Company	Ticker	9/28 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	37.70	(1%)	24.67%
VERIZON:	VZ	45.57	(0.15%)	13.58%

Company	Ticker	9/28 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	13437.13	(1.05%)	9.98%
NASDAQ:	IXIC	3116.23	(2%)	19.62%
S&P 500:	GSPC	1440.67	(1.33%)	14.56%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	0.64	68.42%
2. VALUEVISION:	2.35	9.30%
3. GCI:	9.80	8.65%
4. TIVO:	10.43	6.10%
5. BLNDER TONGUE:	1.06	4.95%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. CLEARWIRE:	1.34	(19.28%)
2. SONY:	11.70	(7.87%)
3. ALCATEL LUCENT:	1.10	(7.56%)
4. WWE:	8.05	(6.4%)
5. HARMONIC:	4.54	(6%)

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