

# CableFAX Daily™

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What the Industry Reads First

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## A Decade of Decline? PAR Study Finds Mixed Progress, Uncertain Future

WICT's PAR survey yielded mixed results and not-so-great predictions in its 10th year of existence. According to an exec summary, promotion rates are lower and turnover rates are higher for women than for men. That led consulting firm **Mercer**, which conducted the survey, to predict that female representation in management will decline in the next 5 years if trends persist. "This is definitely a call to action for our industry," said WICT pres/CEO *Maria Brennan*, adding that the industry needs "to strengthen gender diversity" to remain competitive. Since WICT distributed its 1st PAR questionnaire a decade ago, the ratio of women in full-time jobs is actually lower (34% vs 39%), and that's the case for both MSOs and programmers. It means companies will need to recruit, retain and promote women at the same rates as men to reverse the trend, Brennan said. On the upside, representation of female managers, at both senior and entry levels, is higher today vs 10 years ago. The survey—based on responses from 25 companies, including 13 programmers, 9 operators and 3 vendors or nonprofits—also found that more companies than ever (more than half) administer formal policies to improve gender diversity and inclusion. In terms of representation of people of color, 38% of employees are people of color—a 5% increase from the 2011 survey. This increase was driven by operators increasing representation 9 percentage points to 39%. But programmers declined to 33% from 37%. Overall, "executives and senior-level managers" of color declined to 15% from 19%. Programmers had a bigger decline, a 7-point reduction, while operators held steady. Overall representation of people of color remained 14% in the board room, although operators again held a sizable lead with 17% minority board members vs 4% at programmers. Promotion rates are lower and turnover rates are higher for people of color, which suggests representation of people of color at the managerial level could remain steady over the next 5 years. WICT plans to continue working with **NAMIC** on the **Kaitz**-funded survey. Highlights from the WICT and NAMIC surveys will be presented in a joint Town Hall meeting on Tues as part of Diversity Week. Check out [www.cablefax.com](http://www.cablefax.com) for more from Brennan on WICT's Leadership Conference (Mon-Tues).

**HBO Go (for COO):** After nearly 3 decades at **HBO**, *Eric Kessler* is leaving his post as pres, COO. "After careful consideration we have decided that the COO position does not best serve the most effective management process at HBO," CEO *Richard Plepler* said in an internal memo Fri. Kessler had served as co-pres of the net with Plepler until the end of last

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Access Intelligence, LLC, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850

year when *Bill Nelson* retired as CEO. Plepler took the CEO gig, while Kessler became pres, COO. Plepler said the move “in no way” reflects on Kessler’s “extraordinary” talents—among his credits is the award-winning “It’s Not TV. It’s HBO” marketing campaign and digital efforts. “He was central in establishing our relationship with iTunes (**Apple**), driving the exploration of mobile experiences, and ultimately leading the development and worldwide launch of HBO GO,” Plepler said. Kessler will help through a transition period, during which *Rob Roth*, *Otto Berkes*, *Shelley Brindle*, *Pam Levine* and *Simon Sutton* will report to Plepler. It’s the 2nd big management change for the net in recent weeks, with *Sue Naegle* stepping down as pres, ent last month to start her own production business (with a 1st-look deal with HBO).

**Digital: Scripps Nets Interactive** is opening up some content to non-pay TV subs with its new service *ulive*, a digital lifestyle video site (*ulive.com*) and distribution platform featuring some content from Scripps’ nets and more than 70 new original video series from Scripps talent. “Scripps has 20-plus years of forging meaningful relationships with its audiences, and now we have a proprietary video player that will provide our viewers with an enhanced and more engaging experience,” said *Lisa Choi Owens*, COO of *ulive*. The service offers clips and some full episodes without requiring authentication. Originals on *ulive* include “What Will the Maid Think?,” hotel pranks from **Travel** host *Bert Kreischer*, and “Bonkers Awesome!” featuring food blogger *Joy the Baker*. **Ford Motor** is *ulive*’s launch partner, with integration into 9 custom eps.

**NBCU Moves:** Another day, another **NBCU** shake-up. After 2 years as **Telemundo**’s pres, *Emilio Romano* has decided to leave the company, according to a memo from Hispanic Ent & Content chmn *Joe Uva*. “His focus on positioning Telemundo to take share from Univision, and mun2 to better resonate with the rapidly growing millennial population has established a foundation for growth,” Uva wrote. A formal search for a replacement will begin immediately.

**On the Hill: AT&T** chmn/CEO *Randall Stephenson* wants the government to get its act together on the debt ceiling, saying in a Fri statement that allowing a default would be “the height of irresponsibility.” He called on lawmakers to “unite their efforts, regardless of party, to bring a responsible solution forward.”

**Retrans:** Proving that cooler heads can sometimes prevail in heated negotiations, some **Media General** stations will return to **DISH** temporarily because of Tropical Storm Karen off the Gulf Coast. Media General said 4 stations, including **WJTV** (Jackson, MS) and **WKRG** (Mobile, AL), were to be reauthorized on DISH Sat morning through midnight Sun. “We reached out this morning to see if they would consider doing this. They obliged and we are very thankful that we have reached this temporary arrangement,” *Sruta Vootukuru*, DISH dir of programming, told us. She said this was the first DISH had heard from Media General since the retrans contract expired at the end of the day Sept 30. Media General stations are dark on DISH in 17 markets. Of course, this is a retrans dispute, so there is still some squabbling. Media General’s press release said Media General was the one that asked DISH to restore the stations, with Media General pres/CEO *George Mahoney* saying “providing our viewers with important weather and safety information during storms is an integral part of our responsibility to our local communities.” He said Media General’s doing “everything we can” to reach a fair resolution with DISH.

**Launch Pad:** No shocker that **Univision News** chief *Isaac Lee* will lead **Univision** and **ABC News** *juv* **Fusion** as CEO. He’s been hard at work on the English-language news, pop culture and lifestyle net since Day 1. Fusion will launch online on Oct 21 and on TV on Oct 28. Lee will continue to serve as pres, Univision News.

**Ratings:** It may not have been a great night for the Atlanta Braves, but Atlanta-based **TBS** is happy with Thurs’ NLDS games. The 2 NLDS games (Pittsburgh vs St Louis and L.A. vs Atlanta) averaged a 2.0 HH rating/3.1mln total viewers, both up 11% compared with the first 2 NLDS games last year. The Pirates/Cardinals game delivered 2.6mln total viewers (+4% over last year’s average), while the Braves/Dodgers averaged 3.5mln (+13% over last year’s game).

**Corpses and Cocktails:** It’s only the highest rated drama on TV, so it’s perhaps fitting that **AMC** launched Season 4 of “The Walking Dead” (premieres Oct 13) with an elaborate premiere screening and party at the backlot of **Universal Studios** in L.A. Thurs night. Bloodied zombie “walkers” mingled with guests, who included the show’s cast and crew, as well as famous fans like *Oscar Nunez* of **NBC**’s “The Office,” *Christopher Stanley* of AMC’s “Mad Men” and comedienne *Sarah Silverman*, among others. Some braved the maze of terror set up on the perimeter (Halloween’s coming, folks) while others were content to roam the Apocalyptic grounds, which included burned out cars and abandoned military vehicles. After Silverman held court for a few of us on the shuttle back to the parking garage, she joked: “I killed on the bus.” We think she meant comedically. But this *is* the Walking Dead, after all.

**CableFAX Week in Review**

Company	Ticker	10/04 Close	1-Week % Chg	YTD %Chg
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**BROADCASTERS/DBS/MMDS**

21ST CENTURY FOX:	FOXA	33.65	1.17%	0.00%
DIRECTV:	DTV	59.36	(1%)	18.34%
DISH:	DISH	48.47	9.02%	33.16%
DISNEY:	DIS	65.30	0.17%	31.15%
GE:	GE	24.05	0.00%	14.58%

**MSOS**

CABLEVISION:	CVC	16.94	0.65%	13.39%
CHARTER:	CHTR	132.64	(0.7%)	73.98%
COMCAST:	CMCSA	45.64	2.01%	22.16%
COMCAST SPCL:	CMCSK	43.93	2.09%	22.30%
GCI:	GNCMA	9.00	(5.86%)	(6.15%)
LIBERTY GLOBAL:	LBTYA	78.14	(2.14%)	24.11%
LIBERTY INT:	LINTA	24.42	2.82%	24.09%
SHAW COMM:	SJR	24.06	3.13%	4.70%
TIME WARNER CABLE:	TWC	112.79	0.55%	16.05%
WASH POST:	WPO	615.52	0.74%	68.54%

**PROGRAMMING**

AMC NETWORKS:	AMCX	68.24	2.03%	37.86%
CBS:	CBS	56.38	1.59%	48.17%
CROWN:	CRWN	3.16	1.94%	70.81%
DISCOVERY:	DISCA	81.27	(4.21%)	28.02%
GRUPO TELEVISIA:	TV	28.48	1.79%	7.15%
HSN:	HSNI	52.35	(3.84%)	(4.96%)
INTERACTIVE CORP:	IACI	55.26	1.36%	16.98%
LIONSGATE:	LGF	36.33	1.37%	121.52%
MADISON SQUARE GARDEN:	MSG	58.92	0.61%	32.85%
SCRIPPS INT:	SNI	77.67	(0.56%)	34.10%
STARZ:	STRZA	28.60	2.07%	0.00%
TIME WARNER:	TWX	66.46	0.39%	38.95%
VALUEVISION:	VVTV	4.65	3.33%	158.33%
VIACOM:	VIA	83.39	(1.49%)	53.66%
WWE:	WWE	10.91	12.47%	38.28%

**TECHNOLOGY**

ADVANTAGE:	AEY	2.48	0.04%	24.67%
ALCATEL LUCENT:	ALU	3.84	5.21%	176.26%
AMDOS:	DOX	37.18	0.30%	9.39%
AMPHENOL:	APH	76.49	(1.35%)	18.22%
AOL:	AOL	34.62	0.67%	16.92%
APPLE:	AAPL	483.03	0.06%	(9.23%)
ARRIS GROUP:	ARRS	17.16	0.88%	14.86%
AVID TECH:	AVID	6.35	8.73%	(16.23%)
BLNDER TONGUE:	BDR	0.99	10.00%	(13.91%)
BROADCOM:	BRCM	26.64	3.10%	(19.78%)
CISCO:	CSCO	23.02	(6.08%)	17.15%
CONCURRENT:	CCUR	6.78	(4.24%)	18.12%
CONVERGYS:	CVG	18.67	(1.06%)	13.77%
CSG SYSTEMS:	CSGS	24.65	(1.08%)	35.59%
ECHOSTAR:	SATS	47.75	10.02%	39.54%
GOOGLE:	GOOG	872.35	(0.46%)	23.32%
HARMONIC:	HLIT	7.75	3.20%	52.86%
INTEL:	INTC	22.81	(0.74%)	10.62%
JDSU:	JDSU	15.08	2.86%	11.70%
LEVEL 3:	LVT	28.10	6.76%	21.59%

Company	Ticker	10/04 Close	1-Week % Chg	YTD %Chg
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MICROSOFT:	MSFT	33.88	3.32%	26.84%
NIELSEN:	NLSN	36.40	0.22%	18.99%
RENTRAK:	RENT	34.75	7.09%	78.30%
SEACHANGE:	SEAC	12.92	11.19%	33.61%
SONY:	SNE	20.87	(1.97%)	86.34%
SPRINT NEXTEL:	S	6.44	4.55%	13.58%
TIVO:	TIVO	12.74	2.33%	3.49%
UNIVERSAL ELEC:	UEIC	35.84	(1.57%)	85.22%
VONAGE:	VG	3.21	3.22%	35.44%
YAHOO:	YHOO	34.89	3.99%	75.33%

**TELCOS**

AT&T:	T	33.75	(0.68%)	0.12%
VERIZON:	VZ	47.10	0.21%	8.85%

**MARKET INDICES**

DOW:	DJI	15072.58	(1.22%)	15.02%
NASDAQ:	IXIC	3807.76	0.69%	26.11%
S&P 500:	GSPC	1690.50	(0.07%)	18.53%

**WINNERS & LOSERS**

**THIS WEEK'S STOCK PRICE WINNERS**

COMPANY	CLOSE	1-WK CH
1. WWE:	10.91	12.47%
2. SEACHANGE:	12.92	11.19%
3. ECHOSTAR:	47.75	10.02%
4. BLNDER TONGUE:	0.99	10.00%
5. DISH:	48.47	9.02%

**THIS WEEK'S STOCK PRICE LOSERS**

COMPANY	CLOSE	1-WK CH
1. CISCO:	23.02	(6.08%)
2. GCI:	9.00	(5.86%)
3. CONCURRENT:	6.78	(4.24%)
4. DISCOVERY:	81.27	(4.21%)
5. HSN:	52.35	(3.84%)

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