

# CableFAX Daily™

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What the Industry Reads First

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## Town Hall: Advancing Diversity and Fighting Startling Predictions

If current workforce dynamics continue in the cable industry, representation of women at managerial levels is expected to decline over the next 5 years and the proportion of people of color in those roles could stagnate at 25%. That's according to projections in **NAMIC** and **WICT's** employment survey, which was the topic of a joint town hall during Diversity Week Tues. NCTA chief *Michael Powell* implored the industry to discuss with "spirit but a sense of dissatisfaction," declaring that the industry still has more to do. **Comcast** evp *David Cohen* called the prediction about a decline in female managers the "most troubling" in the report, though he, like other town hall panelists on stage, said they were surprised because of the trends at their own companies. "We are honestly not seeing that at Comcast. 36% of vp level and above are women," he said, adding that women accounted for 40% of 2012 promotions. Similarly, *Adria Alpert Romm*, **Discovery Comm's** sr evp, HR & global diversity, said that 54% of the population at her company is female with a significant number of women in leadership positions. **Cox** evp, chief people officer *Rhonda Taylor* agreed that the stat is surprising, but added that the MSO has seen some of what the survey predicted in terms of turnover rates. Some of those departing execs do end up at other companies in the industry. Taylor called on the industry to make sure it looks for the best talent and not to just accept that there weren't any women or people of color acceptable applicants. Find out why not, she said. "We have to ask the hard questions," she said. One area that the entire panel agreed does not have adequate female and minority representation is ad sales. Cohen took it further, identifying 3 other areas at Comcast that need improvement: sports (particularly for women), technical (he said that there are a number of Asians in the field that bring up people of color stats, but that blacks, Hispanics and women are underrepresented) and business services (a huge growth engine for operators). Moderator/**CNN** anchor *Suzanne Malveaux* began the discussion by pointing to US Census projections that by 2043, the majority of the US population will be non-white. "The 2043 numbers are live for me now. Diversity is what is feeding my business," said **Telemundo** COO *Jacqueline Hernández*. She talked about how Telemundo has evolved over the past 20 years from being just a division at a larger company to now a part of the entire company, with everyone wanting to work with it to "cross-pollinate." While the town hall focused on what cable can do internally to promote diversity and inclusion, Cohen received a hearty round of applause when he said cable has a special role to play through the images and entertainment it puts forth.

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**Britt's Victory Lap:** Retiring **Time Warner Cable** chmn/CEO *Glenn Britt* on Tues used a Q&A session at **NAMIC** to issue a warning to content owners. "The programmer part of the business is far more fragile than the operator part," he said, noting that at least operators own infrastructure that's hard to replicate. Big programmers, on the other hand, own a glut of low-rated nets. "There are too many of them that the consumer would be perfectly happy if they went away," Britt said. "We'd have a much better environment if some of them shut down" to make room for indie nets that can't gain carriage because of wholesale bundling practices. Without changes, Britt repeated his refrain that cable's business model may be doomed as it increasingly prices consumers out of the market. "We just need to accept that [economic] reality," he said. "There's not much we're going to do change it." He said most cord cutting at TWC revolves around affordability, not people ditching the MSO for **Netflix**. "We need to be sensitive to this, and we need to design products and packages for people in different economic situations," he said. "I think if we keep doing what we're doing, we're going to get a reaction—and it could be a Washington reaction." In fact, Britt blamed most of the current retrans fights and carriage tumult on the 1992 Cable Act, which discouraged vertical integration and "ironically" resulted in "enormous concentration" under very few content companies. To compete, they spend more and more on programming to get ratings—passing on even more in costs to MVPDs. "Something's got to give here," he said. "I'm not sure we'll be retailing TV 10 or 15 years from now... If the retailers have no margin selling TV, maybe they'll stop doing that. Maybe it's going to be all over the top."

**Diversity Week Notebook:** Not measured in **WICT** and **NAMIC's** employment survey is the number of gay, lesbian, bisexual and transgender employees in the industry. It's much tougher to get statistics on because people have to self-identify. **Comcast** evp *David Cohen* said if the industry does find a way to benchmark GLBT employees, he believes we'll find it does very well compared to other industries. "This is an industry that is friendly and open to the gay and lesbian community," he said. **Discovery Comm's** *Adria Alpert Romm* said that based on efforts from an employee resources group, Discovery raised the Gay Pride flag at its Discovery HQ for Gay Pride Month. "We had people just emotionally taken aback by the company taking that effort," she said, describing how one employee took a photo to show his gay son that he works for a company that is so open. -- Social media and web content gives *Robert Townsend* hope about the future of video because "now you have your target audience at your fingertips," the actor/director said at NAMIC's L. Patrick Mellon Mentorship Program Luncheon Tues. "It's a different time now... The highway is open and the entry level is low" because of social media and user-generated content, said Townsend, who directed his 1st web-series "Diary of a Single Mom" in '10. The challenge is figuring out the financial and marketing model, he said. "With true innovation, people get out of their own ways," he said. Townsend suggested cable open the doors wider to new ideas. "It takes one fierce-less decision maker to make a difference." -- Three high profile execs broke down 3 "pearls of wisdom" during a NAMIC panel of the same name. For **Comedy Central** pres *Michele Ganeless*, "listening to the audience" is her pearl. By listening, the net has learned that viewers are spending more time with the HD tier exclusively, and they want direct interaction with talent. "We get the best learning from fans who think we don't have the best comedy," she said. **Weather Company** chmn/CEO *David Kenny* focused on "generosity," calling it a huge part of Weather's culture. "Being generous does always pay back... It makes you feel good and like your job better," he said. **Cox** evp, COO *Jill Campbell* tackled the notion of "leaning in," saying a major takeaway from *Sheryl Sandberg's* book is that "it's important not to sell yourself short." She also used the conference buzzword "sponsorship" (going beyond being a mentor and advocating for someone in the company). Campbell said it is her personal mission to get more women and minorities into operations.

**Logo Changes:** *Lisa Sherman*, evp/gm of **Logo**, will resign to "move on with the next step in her career," according to an internal memo by *Van Toffler*, pres, **Viacom Media Networks Music & Logo Group**. Moving forward, the net will become more "fully aligned with **MTV**, taking advantage of MTV's ability to make noise that resonates in culture," the memo said. The 2 channels will remain separate brands, reporting into MTV pres *Stephen Friedman*. For now, Sherman, who has been running operations at the net since its '05 launch, will stay on to ensure a smooth transition.

**Change of Content:** When talking about diversity, don't forget about diversity of content. The industry's approach to content creation can change dramatically, but it's not yet a reality, *Lisa Gelobter*, **BET Nets'** vp, digital product, technology & operations, said during a **NAMIC** panel Tues. That could mean stepping out of the 22-min show

format. “You can mix and match... and make dynamic content that changes,” she said. Throw fragmentation into the mix, and you need to think about content length, the device and the size of the screen, said *Alix Baudin*, svp/gm, digital operations, **Scripps Networks Interactive**. Gelobter said user generated content is “blossoming.” Using SNI’s **Food.com** as an example, he said users upload their own recipes that are reviewed by their peers, among user-generated practices seen as brand builders for the company. *Henry Wang*, director corporate strategy at **New Tang Dynasty Television**, added that for his Chinese news network, which is essentially banned by the Chinese government, “the only redress people have is making a video and sending it to us.” The net goes so far as to monitor China’s Twitter-like service “Weibo” to record its most popular tweets—which often end up being censored by the government—and “keep them for posterity.” So is there a way to monetize user-generated content? **Pivot’s** evp, distribution *Stephanie Ruyle* suggested to first “focus on content and the power of storytelling.” That will build the scale, and then monetization will follow. -- Here’s what comedian/author *Baratunde Thurston’s* crystal ball say about TV in 2040: With collaborative production, media ownership will disappear. In addition, he sees “embedded relevance and native network propagation,” “high degree of nostalgia” and “ad hoc curators and situational aggregators.” During **NAMIC’s** conference opening general session Tues, the author of satirical self-help book *How to Be Black* said the most popular formats that will dominate the media don’t even exist yet. Also in 2040: With the growth of user-generated content, the concept of the consumer will vanish as “everyone is becoming a creator of something.” Meanwhile, there won’t be “offline” in ’40, as everyone will be “totally plugged in.” For the cable industry, what matters in the future is “distribution of access,” “critical thinking,” “peer to peer education,” and “robust, transparent, fair and accountable networks,” he said.

**Tech: Comcast** is showing off its VIPER over at its corporate blog. VIPER is what the MSO calls its new video infrastructure that streamlines the delivery of all premium content through the same broadcast-grade, programmable pipeline. “This translates to a more consistent, cost effective, and high-quality viewing experience no matter where our customers watch—on TV, online, on mobile devices, on gaming consoles,” *Sree Kotay*, Comcast Cable’s svp and chief software architect, wrote in the blog, noting that the Xfinity TV Player app is the highest-rated video app in the iTunes app store.

**Programming: TNT** renewed “Cold Justice” for a sophomore season. The docu-drama averaged 2.5mln viewers in Live +3/Live +7 blended delivery in Season 1. -- **UP** reupped “Bulloch Family Ranch,” a reality series about a working class couple that are proud parents of more than 30 kids (only 2 are biological).

**Diversity Breakfast:** You can’t make it through Diversity Week without a 7am **NAMIC** and **CableFAX** breakfast recognizing **CableFAX: The Magazine’s** 2013 Most Influential Minorities in Cable. Those who set their alarm clocks were treated to some tasty bacon and wisdom from *David Rone*, **Time Warner Cable’s** pres of sports, news and local programming. Rone talked about how he went from a lawyer at a firm specializing in M&A (clients included cement companies) to working for **Disney**. “I became 3 times the lawyer I was at the firm because [media] was something I was passionate about,” he said. Passion, authenticity and leadership are the 3 tent poles Rone identified as key in his career path. And by leadership, he clarified that he’s not talking about a title, but “how you guide yourself, how you walk through your day. You can lead by deciding you’ll be the person who is always on time for a meeting.” As for diversity, Rone said he’s amazed by the progress the media and entertainment business has made over the past 25 years. “There weren’t a lot of people like me running around. There weren’t a lot of women [leaders] either,” he said. Now, his boss is Time Warner Cable’s *Melinda Witmer*, who he described as the “whirling dervish of all whirling dervishes.” He was quick to add that there is more to do on the diversity front,

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# BUSINESS & FINANCE

but the groundwork is there. There is a general understanding today that diversity initiatives aren't a "nice thing to do" for PC purposes, but the right thing to do because it's the right way to run a business, he said.

**People:** *Chris Cole* is joining **BBC Worldwide North America** as svp, TV co-productions and sales, factual, effective Nov 4. -- *Thom Hinkle*, formerly co-pres of *Steve Carell's Carousel TV*, joined **TBS** as vp of comedy, responsible for original scripted comedy and serving as the primary liaison between TBS and the studios that produce its scripted originals. -- **Cox** pres *Pat Esser* was approved by **C-SPAN's** board as the new chmn of C-SPAN's exec committee. He succeeds **Time Warner Cable** chmn/CEO *Glenn Britt*, who served 2 years in the position. The 7-member exec committee is the working group of the board which can be authorized to set strategy and oversee the network's finances on behalf of the full 21-member board. Other changes: **BendBroadband** pres/CEO *Amy Tykeson* joined the exec committee, while **BCI Broadband's** *Jeff DeMond* and **Atlantic Broadband's** *Ed Holleran* were elected to the board.

**Editor's Note:** Remember that the deadline for the **CableFAX Tech Awards** expires on Nov 1. Don't miss your chance to get recognized. More info at [www.cablefax.com](http://www.cablefax.com).

## CableFAX Daily Stockwatch

Company	10/08 Close	1-Day Ch	Company	10/08 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
21ST CENTURY FOX:	32.44	(0.65)	ECHOSTAR:	45.99	(0.71)
DIRECTV:	58.05	(0.79)	GOOGLE:	853.67	(12.07)
DISH:	47.36	(1.34)	HARMONIC:	7.54	(0.11)
DISNEY:	64.00	(0.59)	INTEL:	22.48	(0.35)
GE:	23.67	(0.27)	JDSU:	14.56	(0.47)
<b>MSOS</b>					
CABLEVISION:	16.20	(0.44)	LEVEL 3:	26.58	(1.15)
CHARTER:	131.61	(0.88)	MICROSOFT:	33.01	(0.29)
COMCAST:	44.62	(0.48)	NIELSEN:	35.90	(0.31)
COMCAST SPCL:	43.29	(0.47)	RENTRAK:	34.32	0.01
GCI:	8.91	(0.08)	SEACHANGE:	12.23	(0.24)
LIBERTY GLOBAL:	76.06	(1.73)	SONY:	19.61	(0.66)
LIBERTY INT:	23.44	(0.79)	SPRINT NEXTEL:	6.13	(0.25)
SHAW COMM:	23.59	(0.37)	TIVO:	12.13	(0.34)
TIME WARNER CABLE:	109.80	(1.22)	UNIVERSAL ELEC:	33.92	(1.24)
WASH POST:	600.90	(9.45)	VONAGE:	3.06	(0.09)
<b>PROGRAMMING</b>					
AMC NETWORKS:	65.14	(1.62)	YAHOO:	32.93	(1.21)
CBS:	53.99	(1.33)	<b>TELCOS</b>		
CROWN:	3.12	UNCH	AT&T:	33.11	(0.44)
DISCOVERY:	78.23	(1.54)	VERIZON:	46.05	(0.71)
GRUPO TELEVISIA:	27.71	(0.38)	<b>MARKET INDICES</b>		
HSN:	50.46	(0.92)	DOW:	14776.53	(159.71)
INTERACTIVE CORP:	53.27	(1.8)	NASDAQ:	3694.83	(75.54)
LIONSGATE:	34.24	(1.41)	S&P 500:	1655.45	(20.67)
MADISON SQUARE GARDEN:	56.93	(0.65)			
SCRIPPS INT:	75.07	(1.26)			
STARZ:	28.25	(0.03)			
TIME WARNER:	65.02	(0.68)			
VALUEVISION:	4.52	(0.09)			
VIACOM:	80.83	(1.75)			
WWE:	10.78	(0.11)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.45	(0.06)			
ALCATEL LUCENT:	3.49	(0.36)			
AMDOCS:	36.62	0.07			
AMPHENOL:	74.83	(0.98)			
AOL:	32.89	(1.09)			
APPLE:	480.94	(6.81)			
ARRIS GROUP:	16.89	(0.14)			
AVID TECH:	6.26	(0.09)			
BLNDER TONGUE:	1.02	(0.1)			
BROADCOM:	26.07	(0.42)			
CISCO:	22.64	(0.26)			
CONCURRENT:	6.90	(0.12)			
CONVERGYS:	18.28	(0.26)			
CSG SYSTEMS:	24.15	(0.21)			



**2013 Most Powerful Women in Cable**

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Salute the women who have made their mark on the industry with leadership, innovation and community!

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