

CableFAX Daily™

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What the Industry Reads First

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Climb to Summit: How Theme Parks, Consumer Insights Relate to CTAM Confab

With **CTAM** Summit taking a break from NYC and moving to Orlando this year, it's apropos that Sun's general session features *Alice Norsworthy*, evp of marketing and sales for **Universal Orlando Resort**. What can cable learn from a theme park exec? Quite a bit, it sounds like. "Her whole presentation is on how their company made literally a billion-dollar bet on that Harry Potter ride, and then turned to the marketer and said, 'OK, you've got to bring in a lot of people,'" said CTAM pres/CEO *Char Beales*. "She's been incredibly successful. It seems like it's exactly parallel to what our cable networks are going through, where a company bets on a new show and turns to the marketer and says, 'OK, we need a lot of viewers.'" (Speaking of theme parks, the conference takes place right inside Walt Disney World Resort. Check out **CableFAX.com** for some tips on having some fun in your free time). Beside the Florida locale, one big change this year is holding the **CTAM Insights** conference in conjunction with Summit. "The marketers really need consumer insight, and the insight researchers really need to know what the marketers want to know," Beales said. The conferences are separate, but 1 registration gets people in to either conference. Time will tell if there is enough cross interest to keep the 2 conferences together, or whether Insights will move back to Cable Spring Connection week. Next year, CTAM Summit will move back to NYC, but it hasn't been decided yet if that will be its permanent home. Attendance for Orlando will probably be a little bit smaller, partly because marketing has been consolidated in corporate and also because NY swells the numbers, with mid-level managers who normally don't travel attending. Beales estimated that the crowd will hit 1400-1500. Summit '11 drew 1672. By request, this year's Summit will feature more "Face Time" sessions, off-the-record, informal Q&As. **Bright House** corp vp, marketing *Stephen Colafrancesco* and **Turner** chief research officer *Jack Wakshlag* are among the Face Time speakers. The conference also will feature a keynote by author *Deepak Chopra*, who has some "big ideas" on the impact of media on society, and a social TV session with **P&G's** corporate innovator, Beales said. And here's a little **CableFAX** insider tip: don't be late to Mon's first session. With **Bright House** pres *Nomi Bergman* and **AMC Nets** COO *Ed Carroll* serving as conference co-chairs, we have high hopes for a video that will rival Summit's '08's *Carroll-Jon Hamm* "Mad Men" parody (Remember Don Draper's line to Carroll, "Paying every month for television? I think I'll keep my rabbit ears").

KENDRA ON TOP

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At Our Deadline: The FCC late Fri voted to lift the ban on basic service tier encryption. NCTA pres/CEO Michael Powell called it "a sensible, pro-consumer approach that will reduce overall in-home service calls and accelerate cable operators' transition to all-digital networks. Encryption of the basic tier also enhances security of the network which reduces service theft that harms honest customers."

In the Courts: DISH lost 2 additional motions in its Voom trial Fri morning, with NY State Supreme Court judge Richard Lowe granting Voom's request to have DISH submit separate, internal trial audits over the weekend, Susquehanna Financial's Thomas Claps said. Voom had argued that the motions are an attempt to distract it from presenting its case, which started Fri. DISH must undergo an internal audit of its hard drives/IT system to determine whether it destroyed draft audit reports relating to Voom's '06 expenditures. Further document destruction could mean further sanctions, while if no misconduct is found, Voom's on the hook for the expense of the audit, Claps wrote in a research note. DISH was also ordered to submit an internal audit of its HD sub database in order to determine whether it misstated in court docs the actual number of its current HD subs. "If the audit verifies Voom's contentions, Voom's damages in this case could increase by more than \$1bln, bringing its lost profits claim to more \$3.5bln," Claps said. On Wed, the Appellate Division upheld Lowe's ruling compelling DISH to turn over certain documents it had previously designated as privileged. On Thurs, Lowe ordered DISH to produce the documents in electronic form, which Voom was pushing. He also cautioned that if the electronic docs aren't produced, he'll entertain Voom's motion to strike DISH's answer in this case, "which would leave DISH with no defenses and effectively direct a verdict in Voom's favor," Claps wrote.

Election 2012: Fox News beat out all cable and broadcast nets for Thurs night's VP debate, notching more than 10mln total viewers from 9-10:30pm. Runner up CBS had 8.3mln viewers, followed closely by ABC's 8.29mln. MSNBC trumped CNN 4.4mln to 4.1mln. TiVo analyzed its anonymous viewing data and determined that the most-watched moment was the exchange between Paul Ryan and Joe Biden regarding the previously released video in which GOP presidential candidate Mitt Romney claimed there are 47% of people who will vote for President Obama no matter what. TiVo gauges interest based on the most rewind and rewatched moment of a program. TiVo said the top moments of the debate for those watching Fox News centered on statements Ryan made on foreign policy and then on domestic issues. For MSNBC viewers, TiVo said viewers were most interested in Biden's repeated criticisms of the Republican ticket for its alleged lack of specificity related to foreign policy recommendations.

Spectrum Dealings: The FCC asked questions about a potential technical fix to resolve Sprint's spectrum interference concerns with DISH's plan to use 40 Mhz of MSS/satellite spectrum for mobile broadband, according to a recent Sprint Nextel filing. The fix involves toughening mobile broadband emission restrictions on the lower edge of DISH's spectrum

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to protect 2 nearby frequency bands: a “G Block” that Sprint controls and an adjacent “H Block” that it covets, the filing said. “Reading between the lines,” **Stifel Nicolaus** analysts suspected “this could head off proposals to shift DISH’s lower 20 MHz band up by 5 MHz, a move DISH vigorously opposes.” However, DISH’s ability to use its lowest 5 MHz could be constrained,” the analysts said. Currently, the FCC is looking at allowing DISH to repurpose its MSS spectrum for terrestrial mobile broadband service, but issues like Sprint’s interference concerns remain. DISH owns 40 Mhz of the S-band spectrum, which the company hopes to use for an LTE Advanced network by ’16. In a string of tit-for-tat filings between Sprint and DISH, Sprint suggested that the FCC shift DISH’s band up as one way to protect the G and H Blocks. DISH argued if its spectrum is shifted, it will need to go through a 3GPP standard-setting process, which will set back its launch plans.

5Qs with Golf Channel CEO Mike McCarty: *It was a good Sept for Golf Channel, which scored its most-watched month ever with its Ryder Cup coverage. The net averaged 120k viewers during the month, up 58% YOY. CableFAX spoke with Golf Channel CEO Mike McCarty on programming, ratings, the merger with the NBC Sports Group and more. Since Golf Channel joined the NBC Sports Group, what are some of the beneficial results of the merger?* Over the past 19 months, Golf Channel has built a ton of momentum. Currently, we are the fastest growing among all networks on television servicing more than 80mln HHs. This success can be attributed to a combination of factors including the added exposure via NBCUniversal assets but, most importantly, we have focused on high-quality programming and our loyal viewers are responding by tuning-in in record numbers. **Have you tapped the NBC resources and if so in what ways?** Absolutely. That’s my background, so I knew how powerful a collaborative environment can be and since the first day of our new company we’ve tried to foster that culture. We quickly were able to co-brand all Golf Channel and NBC tournaments as one. We are building a seamless golf business with NBC, Golf Channel, GolfChannel.com, and both NBC and Golf Channel’s mobile platforms. **As Tiger Woods’ celebrity status ebbs and wanes, does it impact your viewership?** As an engine that helps fuel the game of golf, Golf Channel has to have a broader focus than any one player, tournament or tour. Tiger’s participation continues to impact viewership, but over the past couple of years a roster of young talent is taking the game by storm. While having Tiger competing for a win will always help drive our numbers, one player’s impact is less of a concern because there is a great depth of talent making names for themselves with golf’s legions of passionate fans, who in turn are also becoming increasingly loyal Golf Channel viewers. **What type of non-live event programming does best?** For six years, Golf Channel has dedicated itself to not only producing high-quality live event and news coverage from around the globe, but we are making significant investments in new and original programming that taps into the passion of golf in a smart, authentic way. **What do you think is the biggest misconception about golf?** The easy answer is the misconception that golf only appeals to an elite audience. And while Golf Channel does have the most-affluent audience on television, the sport continues to grow with passionate fans from all walks of life. If you visit a golf course today, you will see a cross-section of society enjoying the sport. And as the roster of rising young stars continue to see success, you’ll see younger and younger fans being drawn to the sport every day.

Ratings: MLB Net’s 1st-ever postseason games on Oct 7 and 10 were its highest-rated and most-watched telecasts in its 4-year history. Oakland v. Detroit on Sun Oct 7 and St. Louis v. Washington on Wed Oct 10 drew a 1.3 coverage rating. Sun’s game averaged 1.3mln viewers, while Wed’s drew 1.1mln viewers.

Programming: OWN will air “Oprah’s Favorite Things” Nov 18 from 8-10pm, the 1st time it has been on TV since ’10. Oprah will reveal her must-haves for this holiday season and pull off a top-secret giveaway for an unsuspecting group of military spouses. -- USA renewed “Suits” for a 16-ep 3rd season. It returns in Jan with 6 new eps to wrap up Season 2.

On the Circuit: Jones Intl chmn/CEO and Jones Intl Univ founder *Glenn Jones* will be inducted into the **Denver Metro Chamber of Commerce’s** Colardo Business Hall of Fame on Jan 31.

RIGHT
NOW

THERE'S NEVER BEEN A BETTER TIME TO LAUNCH USN

Following the most-watched Olympic Games in history, now is the time to launch Universal Sports, the only network dedicated to Olympic and endurance sports year-round. USN showcases the world's best athletes in more than 30 Olympic sports, and in 2013 will televise 25 World Championships and over 1,200 hours of exclusive event coverage. USN affiliates also get full TV Everywhere rights, extensive VOD content and Universal Sports MAX, a second channel online.





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GUEST COLUMNIST

CTAM's Gem: Cable Executive Management at Harvard Business School

By *John Lansing*
President, Scripps Networks and
Chair, CTAM Educational Foundation

Every summer for the last 15 years, cable's brightest rising stars have studied with top Harvard Business School professors within a week-long curriculum built on the famous HBS case-study method. Today this curriculum is known as Cable Executive Management at Harvard Business School, supported by the CTAM Educational Foundation and fondly referred to by alumni as CTAM U.

This is a stimulating, demanding program that challenges conventional thinking and invigorates careers. Attendees benefit from an intensive week of learning focused on business strategy, management and marketing principles to ready them for the next generation of challenges. It's been called a "mini MBA on steroids" and a "boot camp for problem solving."

The Cable Executive Management program also allows participants to learn from cable and media leaders. Each year, two leaders join the class to explore management and finance. Recent speakers include Aryeh Bourkoff, Rocco Commisso, Ken Lowe, Craig Moffett, Tom Rutledge and Josh Sapan. It is a unique opportunity to interact with executives who are often just a distant figure on a convention stage.



John Lansing

Most importantly, the program steadfastly exceeds expectations of both the participants and the Educational Foundation Corporate Patron companies, with demand annually outstripping availability. This year all available seats were filled by February, with 83 senior executives from 38 cable, content and technology companies. In addition, the Class of 2012 welcomed its 1000th student.

Contrary to popular belief, Cable Executive Management is not just for cable marketers, and that's a perception the CTAM Educational Foundation Board of Directors is working to change. With an eye on current industry dynamics, the Foundation has expanded the scope of the program in recent years, attracting high-potential executives from a wider cross-section of disciplines. While the association with CTAM may be occasionally misleading, I want everyone to know the program attracts a mix of attendees from finance, communications, engineering, programming, product development, HR and operations disciplines, as well as marketing.

In the meantime, aspiring Cable Executive Management attendees can first learn more about the program at CTAM.com, and I advise seeking out alumni to ask how the program has changed their careers for the better. I'll bet there's at the least one alum in your company—and many of them are here at the CTAM Summit and Insights conferences. They'll tell you Cable Executive Management is an unparalleled opportunity to stretch your mind, empowering you to contribute new and bold ideas to build your businesses.

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Tuesday, October 30

Join us as we celebrate the CableFAX Program Awards and honor the Top Operators of the Year. This outstanding event will bring together those who create amazing content and those who excel in bringing it to the viewers.

Location: W New York

Register Today! www.CableFAX.com/ProgramAwards



Wednesday, December 5

Celebrate the most powerful women executives in cable by attending our breakfast.

Location: Grand Hyatt New York

Register Today! www.CableFAX.com/2012PowerfulWomen



Wednesday, December 5

Attend the CableFAX 100 reception to network with the industry power list.

Location: Grand Hyatt New York

Look at www.CableFAX.com for more information in the coming weeks.

Please Contact Shannon Nelligan, Senior Marketing Manager,
SNelligan@accessintel.com with any questions.

Lead the Cable Industry Conversation by Contributing to @CableFAX 

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PROGRAM AWARDS

The Golden Age of Cable...

We're proud to highlight the finalists for the **2012 CableFAX Program Awards**, recognizing the best shows, talent and executive savvy across the wide breadth of cable content. Please join us on Oct 30 at the W New York for our annual Program Awards and Top Ops breakfast where this year's winners will be revealed. More info: www.cablefax.com/ProgramAwards/

Program Hall of Fame, Class of 2012



Frances Berwick
Bravo



Ed Carroll
AMC Networks



Jim Cramer
CNBC



Eileen O'Neill
Discovery Communications

Platinum: Best Actor in Cable

Dominic West - Appropriate Adult - Sundance Channel
Patrick J Adams - Suits - USA Network
Peter Dinklage - Game of Thrones - HBO
Mandy Patinkin - Homeland - Showtime

Platinum: Best Actress in Cable

Emily Watson - Appropriate Adult - Sundance Channel
Callie Thorne - Necessary Roughness - USA Network
Emmy Rossum - Shameless - Showtime
Connie Britton - American Horror Story - FX
Laura Dern - Enlightened - HBO

Platinum: Best Showrunner

Lizzy Weiss - Switched at Birth - ABC Family
Vince Gilligan - Breaking Bad - AMC
Glen Mazzara - The Walking Dead - AMC/MPRM Communications
Ryan Murphy - American Horror Story - FX

Platinum: Best New Cable Program

Switched at Birth - ABC Family
Appropriate Adult - Sundance Channel
Veep - HBO
Homeland - Showtime
American Horror Story - FX

Platinum: Best Cable Program

The Walking Dead - AMC
Breaking Bad - AMC
White Collar - USA Network
Game of Thrones - HBO
Boardwalk Empire - HBO
Shameless - Showtime

Best Actor/Actress/Host - Comedy

Joel McHale, The Soup - E! Entertainment
Carrie Brownstein - Portlandia - IFC
Fred Armisen - Portlandia - IFC
Charlie Day - It's Always Sunny in Philadelphia - FX

Best Actor/Actress - Family Friendly

Florence Henderson - Just Where I Belong - TBN and Smile of a Child TV
Dean Cain - The Case for Christmas - Hallmark Channel
David A.R. White - Brother White - GMC

Best Host - Food

Bobby Flay - multiple shows - Food Network
Alton Brown - Good Eats, Iron Chef America, Feasting on Asphalt - Food Network

Anthony Bourdain - Anthony Bourdain: No Reservations - Travel Channel

Best Host - News/Public Affairs

Paula Zahn, On the Case with Paula Zahn - Investigation Discovery
Anderson Cooper, Anderson Cooper 360 - CNN
Shepard Smith, Studio B and Fox Report - Fox News

Best Actor/Actress/Host - Other

Florence Henderson - Just Where I Belong - TBN and Smile of a Child TV
Jean Chatzky - Cash Call with Jean Chatzky - RLTV
Nigel Lythgoe & Debbie Allen: Battle of the Nutcrackers - Ovation

Best Host - Reality Competition/Game Show

Padma Lakshmi - Top Chef - Bravo Media
Billy Eichner - Funny or Die's Billy on the Street - Fuse
Heidi Klum - Project Runway - Lifetime

Best Host - Sports

Mike Breen and Jeff Van Gundy - NBA on ESPN - ESPN
Harold Reynolds - Studio Analyst - MLB Network
Matt Winer - GameTime - NBA TV

Ernie Johnson - Inside the NBA - Turner Sports

Best Host - Talk Shows

Suze Orman - The Suze Orman Show - CNBC
Chelsea Handler - Chelsea Lately - E! Entertainment
Kevin Millar and Chris Rose - Intentional Talk - MLB Network
Lynn Doyle - It's Your Call with Lynn Doyle - The Comcast Network

Best Show or Series - Animals/Nature

Swamp Wars - Animal Planet/2C Media
Dropped: Project Alaska - Sportsman Channel
Dog Whisperer - National Geographic Channel

Best Show or Series - Animated

Jingle All the Way - Hallmark Channel
Transformers Prime - The Hub TV Network
My Little Pony Friendship is Magic - The Hub TV Network

Best Show or Series - Regional

Chicago White Sox Spring Training 2012 "The Fan Experience" - Comcast- Chicago
10 Years of YES - YES Network

Best Show or Series - Children's

Pajaminals: Blankie in the Laundry - Sprout
R.L. Stine's The Haunting Hour - The Hub TV Network
Transformers Rescue Bots - The Hub TV Network
Yankees on Deck - YES Network

Best Show or Series - Comedy

Melissa & Joey - ABC Family
After Lately - E! Entertainment
Portlandia - IFC
Wilfred - FX

Best Show or Series - Documentary

CNBC's Billions Behind Bars: Inside America's Prison Industry - CNBC
 CNBC's The Costco Craze: Inside the Warehouse Giant - CNBC
 Our America with Lisa Ling - OWN: Oprah Winfrey Network
 To Not Fade Away - RLTV
 The Captains - EPIX
 George W. Bush: The 9/11 Interview - National Geographic Channel

Best Show or Series - Drama

The Secret Life of the American Teenager - ABC Family
 Luther - BBC America
 Justified - FX
 Sons of Anarchy - FX

Best Show or Series - Education/ Instructional

Science & U! - Science, Technology and Outer Space - CUNY TV
 Making Medicare Work for You: Boomers, Welcome to Medicare - RLTV
 DIY Network's Rehab Addict - DIY Network

Best Show or Series - Faith Based

Mary Mary - WE tv
 Just Where I Belong - TBN and Smile of a Child TV

Best Show or Series - Family Friendly

Dry Creek - BlueHighways TV
 The Good Night Show: Differences - Sprout
 R.L. Stine's The Haunting Hour - The Hub TV Network
 Clue - The Hub TV Network
 Family Game Night - The Hub TV Network

Best Show or Series - Food

Travel Channel's Bizarre Foods America - Travel Channel
 Cooking Channel's Unique Sweets - Cooking Channel
 In Search of Food - Ovation

Best Show or Series - Music

Britney Spears: Femme Fatale Tour - EPIX
 Seth MacFarlane: Swingin in Concert - EPIX
 Hip Hop Shop - Fuse

Best Show or Series - News

CNBC's America's Oil Rush: Boom or Bust - CNBC

Viewpoint with Eliot Spitzer - Current TV
 Dan Rather Reports - AXS TV
 Healing Heroes - Time Warner Cable's YNN Austin
 On the Case with Paula Zahn - Investigation Discovery

Best Show or Series - Other

Top Gear - BBC Worldwide Productions
 Vietnam in HD - History
 Injustice Files: At The End of A Rope - Investigation Discovery
 Five - Lifetime
 Dropped: Project Alaska - Sportsman Channel
 Wildfire Relief: Time to Rebuild - Time Warner Cable's YNN Austin
 Motor City Rising - Ovation

Best Show or Series - Public Affairs

Florida - Cuba: A New Connection - Bay News 9
 BrianLehrer.tv - CUNY TV
 Sin By Silence - Investigation Discovery

Best Show or Series Reality - Autobiographical

It's a Brad Brad World - Bravo Media
 Shahs of Sunset - Bravo Media
 Braxton Family Values - WE tv
 Tia and Tamera - Style Media

Best Show or Series Reality - Professions

No Kitchen Required - BBC America
 Richard Hammond's Crash Course - BBC America
 Family Pickle- Old School, New School - RLTV
 Welcome to Sweetie Pie's - OWN: Oprah Winfrey Network
 Million Dollar Listing New York - Bravo Media

Best Show or Series Reality - Mystery/ Investigation

Finding Bigfoot - Animal Planet
 Travel Channel - Ghost Adventures
 Syfy - Destination Truth

Best Show or Series - Reality/ Competition

Around the World in 80 Plates - Bravo Media
 Top Chef - Bravo Media
 Project Runway - Lifetime
 Food Network's The Great Food Truck

Race - Food Network
 Family Game Night - The Hub TV Network
 American Ninja Warrior - G4

Best Show or Series - Sci Fi

Doctor Who - BBC America
 Warehouse 13 - Syfy
 Falling Skies - TNT

Best Show or Series - Sports

NBA on ESPN: Eastern Conference Finals - ESPN
 The Association: Denver Nuggets - NBA TV
 Wilt 100 - NBA TV
 Countdown to London - Universal Sports Television Network
 The Journey: Big Ten Basketball 2012 - Big Ten Network

Best Show or Series - Talk Shows

The Graham Norton Show - BBC America
 Chelsea Lately - E! Entertainment
 The Mortified Sessions - Sundance Channel
 CenterStage - YES Network

Best Online/Mobile Extras for a Linear Show

Discovery Channel's Gold Rush Aftershow - Discovery Channel
 Nascar.com: Race Buddy - Turner Sports
 TNT Overtime - Turner Sports
 PGA Championship Live on PGA.com - Turner Sports
 So You Think You Can Dance - Ovation

Best Opening Sequence

NBA on ESPN: Eastern Conference Finals - ESPN
 We'll Take Manhattan - Ovation
 2011 Rugby World Cup - Universal Sports Television Network
 Spartacus: Vengeance - Starz

Best Video on Demand Program/ Special

Vino Vino - Bay News 9
 Battle of the Fans: Football Final 2011 - Comcast.cn100 - Chicago
 Chicago Bears On Demand Training Camp - Comcast.cn100 - Chicago
 Merry Christmas with Mariah Carey - Music Choice

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