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Tuesday — October 18, 2011

What the Industry Reads First

Volume 22 / No. 201

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The Joke's On Him: Joan Rivers Leads Roast of AMC Nets' Josh Sapan

Move over *Donald Trump*, cable guys can be roasted with the best of them. **AMC Nets** pres/CEO *Josh Sapan*—who we now know is a “former hippie and unionizer” and “one of the greatest all time ass kissers of all time,” according to colleagues—got roasted Mon afternoon at the annual **Center for Communication** lunch in NYC, which recognizes industry leaders connecting young people with careers in media. *Joan Rivers*, *Fred Armisen* (star of **IFC's** “Portlandia” and **NBC's** “Saturday Night Live”) and AMC Nets COO *Ed Carroll* did much of the roasting, while big names including **Discovery Comm** chief *David Zaslav* and **BET** boss *Debra Lee* shared in the laughter. **Sundance Channel** evp/GM *Sarah Barnett* joined **Cablevision** COO *Tom Rutledge* in skewering Sapan via video (see comments above), with Barnett adding that in England, “people get awards when they deserve it,” whereas in America they give them out to anyone. Carroll said Sapan's leadership of a publicly traded company represents a “bit of a conflict for him, since he spent the whole last week protesting on Wall Street.” In fact, Carroll joked, Sapan had actually planned to blow off the luncheon because it would be full of “too many old media types. Do you see anyone from Netflix? Anyone from Hulu?” Armisen took a more flattering approach. The “Breaking Bad” finale was “the best thing I'd ever seen,” he said. “I want to reenact it but I can't.” He proceeded to compare Sapan to the late *Steve Jobs*—admittedly a “lofty comparison”—in that he's a guy “who brings me things before I know I want them.” Rivers, though, reintroduced the mockery, saying to Armisen: “I'm such a big fan, now someone please explain to me who you are.” Rivers proceeded to rip the luncheon and industry. “It's cable,” she said, “which explains the cash bar.” She talked up her show “Joan & Melissa: Joan Knows Best?” on **WE tv**, and assured the audience she'd show it to us “as soon as I can find it on my television without a GPS.” She lauded Sapan, a friend of 30 years, for reinvigorating AMC though “Breaking,” “Mad Men,” “The Walking Dead” and “The Killing” before adding: “Four great hours. Now if you can just figure out what to do with the other 164, it would be a great channel.” Rivers thanked Sapan for being a young, smart person to talk to and with whom she can laugh. And Sapan thanked his colleagues right back, for being “ever-hysterical” and “joining me with confusing, on a daily basis, hard work with shenanigans like this.”

Wireless: **FCC** chmn *Julius Genachowski* placed pending “bill shock” regulation on hold after the wireless industry agreed to alert customers who are nearing their usage limits or are subject to intl roaming changes. **CTIA** also agreed to clearly highlight the tools customers can use to monitor their usage and limits. Although wireless providers have 12 months to comply, Genachowski said companies including **Cox** are already providing consumers with custom alerts.

Carriage: **Cablevision** unveiled a new iO en espanol programming package offering 45 Spanish-language nets including Discovery Familia, Vme Kids and LAS (Latin American Sports), plus more content from Puerto Rico, Cuba and Peru such as Puerto Rico Net. The package is available to new subs for \$8.95/month. -- **BBC America** passed

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the 70mln homes plateau, and BBC America HD has grown its distribution by nearly 50% since Apr. The latter channel is now available in all of the top 10 DMAs and through ops including **Comcast**, **Time Warner Cable**, **Cablevision**, **Cox** and **DISH**. -- **Comcast** expanded the availability of \$11.99/month French-language ent net **TVMonde USA** to include the entire Miami-Fort Lauderdale area.

AllVid: A group including **Comcast**, **HBO**, **Time Warner Cable**, **Disney**, **AT&T** and **DirectTV** submitted a letter to the **FCC** Mon disputing claims made by the **AllVid Tech Company Alliance** about the tenor of discussions held at a recent AllVid Workshop put on by the FCC's Media Bureau. "On the panels, our representatives were unequivocal that the marketplace is already providing diverse and multiplying solutions for consumers and that government regulation... would only chill continued investment and innovation and should be avoided," said the letter. "If there was any consensus at the workshop, it is that innovation is occurring in the device marketplace today in the absence of any government technology mandates."

Retrans: After ramping their retrans negotiations in the past week, **Mediacom** and **LIN TV** reached a deal late Fri covering 9 broadcast stations in markets including Green Bay and Mobile-Pensacola to end an approx 6-week stalemate. Terms weren't disclosed. Crusader for retrans reform and **ACC** chmn/CEO *Matt Polka* wasn't about to laud the news. "LIN TV just proved that retransmission consent harms consumers," said Polka. "If the retransmission consent rules are not updated to reflect current market conditions, millions more will be harmed as price-gouging TV stations follow in LIN's path of 'blackmail or blackout' in the distribution of monopoly local TV signals."

In the Courts: A VA judge awarded supplemental damages and interest totaling approx \$25mln to **ActiveVideo Networks** as part of its patent infringement case against **Verizon FiOS TV**, upping the jury verdict against the telco to nearly \$140mln. A jury found that VZ infringed on 4 patents related to iTV services tech.

In the States: Having completed its digital transition, **WOW!** has added from 30-40 HD channels in each of its regions this year, plans to add more and is poised to intro 2 new Internet speeds: 30Mbps and 50Mbps. -- **Light-squared** inked **Aircado** to a wholesale deal for high-speed mobile data services across the country. -- **Turner Broadcasting** signed satellite distribution renewal agreements with **SES** covering North America and Europe.

Technology: **Canoe Ventures** announced the availability at ExpandTV.com of the implementation guidelines for **ExpandTV**, a brand that reps 2-way interactivity bound to TV ads and/or programming and indicates a program or ad is interactive and trustworthy. "It's important that subscribers be aware of and understand [interactive] capabilities, and the ExpandTV brand will aid greatly in consumer education," said **NCTA** pres/CEO *Michael Powell*.

OTT: 20% of American respondents to a **Strategy Analytics** study have watched Web content on their TV screens in the past month, with gaming consoles the most popular choice for access to content. SA also said PCs remain the most important OTT device behind TV screens, although it expects tablet popularity to rise.

Earnings: **Gannett's** broadcast div reported a 6% dip in TV rev to \$168.8mln on the absence of political ads but said adjusted rev that excludes the incremental impact of those ads rose 4.7%. Retrans rev jumped 26.7% to \$20mln and online rev grew 27.5%.

Social Media: **USA** partnered with **Yap.tv** for a net-branded iPad/iPhone app that's expected to launch next month. The app will feature social forums for USA originals including "Suits" and "Burn Notice."

Ratings: **AMC** said the 2nd-season premiere of original drama "The Walking Dead" delivered the strongest telecast for any drama in basic cable history by garnering 7.3mln total viewers, 4.8mln 18-49s and 4.2mln 25-54s. -- **BBC America** said it registered the highest prime ratings growth (+55%) among nets in Sept among 25-54s. The channel also delivered its best Q ever in 3Q prime (+18%) and total day (+23%).

Programming: **FX** ordered a 5th season of "Sons of Anarchy," its highest-rated series in history. -- Chefs including *Bobby Flay* and *Rachael Ray* will participate in **Food Net's** "Thanksgiving Live!" (Nov 20), a 2-hour interactive show meant to address perennial holiday cooking problems such as dry turkey and lumpy gravy. -- **ESPN** inked *Jon Gruden* to a 5-year extension for color commentary during MNF. -- Tween girl alert! *Justin Bieber's* latest music video, "Mistletoe," will premiere exclusively on **MTV** Tues at 7:54pm ET. The Bieb also will participate in an on-air

BUSINESS & FINANCE

interview followed by a MTV.com 30-min Q&A session after the video debuts. -- Relive **Duke's** famed '91 and '92 NCAA Men's basketball championship teams with **Turner Sports** as it teams up with former players *Grant Hill* and *Christian Laettner* for a doc on the college hoops program. The doc, which Hill and Laettner exec produce, will bow on **truTV** in advance of **Turner Sports'** and **CBS Sports'** coverage of the 2012 NCAA Men' Div I basketball championship (airs on TBS, CBS, TNT and truTV). -- **Lifetime's** developing with *Renee Zellweger* a drama series entitled "Cinnamon Girl" about 4 girls coming of age in L.A. in the late '60s and early '70s.

Honors: The Media Institute will honor **FCC** commish *Robert McDowell* and **AT&T** CEO *Randall Stephenson* at its Friends & Benefactors Awards Banquet Tues in DC. Sen *Mark Warner* (D-VA) will keynote the event.

People: **Cox** tapped former **Time Warner Cable** exec *Asheesh Saksena* as evp/chief strategy officer. -- *Eric Becker* was elevated to vp, corp comm, **Starz Ent** and **Starz Media**. -- The **ABC Owned TV Stations Group** upped *Carla Carpenter* to svp, digital media.

Business/Finance: **Motorola Mobility** shareholders will consider and vote on **Google's** proposed \$12.5bln acquisition of the company at a Nov 17 special meeting.

CableFAX Daily Stockwatch

Company	10/17 Close	1-Day Ch	Company	10/17 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	45.97	(1.06)	BLNDER TONGUE:	1.30	0.04
DISH:	26.68	(0.82)	BROADCOM:	37.33	(0.6)
DISNEY:	33.39	(1.08)	CISCO:	17.17	(0.38)
GE:	16.23	(0.37)	CLEARWIRE:	1.42	(0.17)
NEWS CORP:	16.93	(0.36)	CONCURRENT:	4.73	(0.02)
MSOS					
CABLEVISION:	17.22	(0.89)	CONVERGYS:	10.08	(0.33)
CHARTER:	49.00	(0.04)	CSG SYSTEMS:	13.79	(0.34)
COMCAST:	23.42	(0.52)	ECHOSTAR:	24.05	(0.88)
COMCAST SPCL:	23.17	(0.49)	GOOGLE:	582.41	(9.27)
GCI:	9.06	(0.29)	HARMONIC:	4.43	(0.35)
KNOWLOGY:	13.79	(0.36)	INTEL:	23.28	(0.22)
LIBERTY CAPITAL:	77.21	0.85	JDSU:	10.28	(0.63)
LIBERTY GLOBAL:	39.74	(0.1)	LEVEL 3:	1.63	(0.02)
LIBERTY INT:	15.32	(0.27)	MICROSOFT:	26.98	(0.29)
SHAW COMM:	20.69	(0.31)	MOTOROLA MOBILITY:	38.82	0.10
TIME WARNER CABLE:	68.33	(1.49)	RENTRAK:	13.17	(1.2)
VIRGIN MEDIA:	26.18	(0.2)	SEACHANGE:	8.10	(0.28)
WASH POST:	340.03	(8.43)	SONY:	20.37	0.20
PROGRAMMING					
AMC NETWORKS:	32.74	0.19	SPRINT NEXTEL:	2.81	0.02
CBS:	22.86	(0.73)	THOMAS & BETTS:	43.33	(1.76)
CROWN:	1.40	(0.1)	TIVO:	10.13	(0.25)
DISCOVERY:	40.83	(0.93)	UNIVERSAL ELEC:	19.24	(0.39)
GRUPO TELEVISIA:	19.37	(0.82)	VONAGE:	2.79	(0.11)
HSN:	34.85	(0.25)	YAHOO:	15.70	(0.21)
INTERACTIVE CORP:	41.51	(0.25)	TELCOS		
LIBERTY STARZ:	63.40	(0.57)	AT&T:	29.02	(0.15)
LIONSGATE:	6.99	(0.3)	VERIZON:	36.94	(0.39)
LODGENET:	1.96	(0.03)	MARKET INDICES		
NEW FRONTIER:	1.15	UNCH	DOW:	11397.00	(247.49)
OUTDOOR:	6.90	(0.15)	NASDAQ:	2614.92	(52.93)
SCRIPPS INT:	40.71	(1.11)	S&P 500:	1200.86	(23.72)
TIME WARNER:	32.97	(0.56)			
VALUEVISION:	2.85	(0.1)			
VIACOM:	51.03	(0.76)			
WWE:	9.71	(0.21)			
TECHNOLOGY					
ADVANTAGE:	2.12	(0.02)			
ALCATEL LUCENT:	2.85	(0.24)			
AMDOCS:	29.42	(0.37)			
AMPHENOL:	42.79	(1.36)			
AOL:	13.97	(0.12)			
APPLE:	419.99	(2.01)			
ARRIS GROUP:	11.08	(0.34)			
AVID TECH:	7.90	(0.52)			
BIGBAND:	2.25	(0.01)			

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EYE ON ADVERTISING

Driving Content

When **Bravo's** "Top Chef" resumes for its ninth season in Nov in the Lone Star state, the kitchen will heat up with a Texas-sized push into content across multiple platforms. In a bid to spice up viewer interaction, the series is cooking up original video content across mobile, Web and social media applications to directly impact the linear story line. Woven throughout the additional content will be heavily integrated content and messaging from **Toyota**, the exclusive sponsor of all "Top Chef" transmedia content. Lisa Hsia, evp, Bravo digital media, tells Cathy Applefeld Olson why the automaker—a longtime proponent of "Top Chef"—and other Bravo digital forays—is such a key ingredient this time around.



What was the thought process behind adding a multiplatform play to "Top Chef" this year?

LH: There is untapped value in the storytelling process of TV, and that value is in the digital assets. If you look at the history of digital as being an extension of bonus material from a content perspective, it has not really been integrated into the story telling in any way. We wanted to see how we could make the show a true transmedia experience, where the content moves across platforms. We believe the content model will increase engagement of fans and will ultimately lift all the platforms for both ratings and traffic. And, we also believe it will lift the ROI for Toyota, because the whole messaging is unified and working within the different contextual experiences.

Did you design the transmedia play for a single exclusive sponsorship?

LH: It really wouldn't work if it didn't have an exclusive sponsorship. The automobiles are integrated into show and Web series—and the messaging has to be consistently told across the platforms. Let's say we had one auto sponsor for some digital elements, and the

social media was sponsored by a packaged goods company. They have different agendas, and they'd each want their point of view to be [prominent]. We really need to have all the pieces working together with one brand.

Why pick Toyota as the exclusive sponsor?

LH: What's so fantastic about Toyota is they understand the value of deep integration and content deeply embedded into the program. We went to them from the beginning. They've been a longtime sponsor and have always embraced being cutting edge. Our viewers are very tech savvy—and Toyota has proven to be the same kind of partner. They sponsored many of our first-time initiatives, and this is most ambitious thing Bravo Digital has ever done, and they've totally embraced the idea of being the first transmedia sponsor for us.

How are Toyota's messaging and products being integrated into the show this season?

LH: Of course there is the integration, with the cars being heavily integrated in the show and Web series. And there's going to be pre-roll advertising and banners. Then in the social media piece there will be a sponsored content in several ways. There are going to be these floating blocks [with elements] from all the shows—and one of the blocks will be Toyota's. You can click into that block and get Toyota messaging, and they can put in key words and have a real-time conversation. There are just so many elements.

And both Bravo and Toyota will be able to track viewer interaction?

LH: In the social media space, we track what they are saying editorially, and we will do the same thing for Toyota. For Toyota, this is all about getting their messaging out and showing how tightly linked they are with "Top Chef" and Bravo. We want to make them up front and closely linked with the content of the show.

CableFAX's Customer Experience Management Guidebook Lessons and Insights for the Cable Industry

CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



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