

CableFAX Daily™

Monday — November 19, 2012

What the Industry Reads First

Volume 23 / No. 224

Great Outdoors: Outdoor Channel and Sportsman to Tie the Knot

When the news came out Fri that **Outdoor Channel's** board approved a merger with **Sportsman Channel** parent **InterMedia Outdoors Holdings**, you may have assumed the 2 networks would be combining into 1. You'd be wrong. "The plan is to continue to operate 2 separate networks and continue growing the networks," said Sportsman CEO *Gavin Harvey*, who will become pres, television nets after the transaction closes. "Absolutely, there's room for 2 channels." The theory is the marketplace already has supported 2 networks, and it will continue to do so. Think **Food Network** and **Cooking Channel**. The merger will allow for greater synergies, and more of a distinction between the channels—but there's no plan to move either away from the outdoor space. Already, there is some distinction between the 2, with Sportsman embracing hunting and fishing, as Outdoor Channel went broader, which is represented by its mountain logo. "When we can really get together, I believe it will optimize the ability for people who love the category to watch 1 or the other [or both], or to go into a non-linear space and watch that way, on demand. Or to read about it. And our social platforms together... the number of likes we both have and enthusiasm" is huge, Harvey told us. **InterMedia Outdoors Holdings** will have 2 TV networks (Outdoor has 38mln subs, Sportsman has 31mln) as well as print, digital and social categories. The deal is valued at \$208mln in cash and stock. InterMedia will pay either \$8 in cash or 1 InterMedia share for each Outdoor Channel Holdings share—an 11% premium to Outdoor's Thurs close. Outdoor shares closed up 4.6%. An aggregate of \$115mln will be available for the company's stockholders electing cash such that, as result of the transaction, the stockholders of the company are expected to own approximately 32.4% of IMOH. Outdoor's board also approved a 25-cent-per-share special dividend, which will be paid on or about Dec 7 to shareholders of record on Nov 27. The deal is expected to be completed in 1Q '13. It has a \$6.5mln break-up fee if Outdoor bows out and a \$9mln reverse break-up fee if InterMedia doesn't follow through. Outdoor CEO *Tom Hornish* will become CEO of IMOH, and Outdoor CFO/COO *Tom Allen* will be CFO/COO of the combined company. InterMedia Outdoors CEO *Jeff Paro* will be pres, publishing, integrated media and branded content. In an investor call Fri, execs said they haven't figured out where the combined company will be headquartered or the specifics behind the synergies and cost-savings the deal creates. Outdoor is in Temecula, CA, while Sportsman is based out of New Berlin, WI.

CableFAX

Rescheduled

PROGRAM
AWARDS

Top Ops
AWARDS

Tuesday, December 4 • Luncheon 12-2pm • Grand Hyatt, NYC
Register Here: www.cablefax.com/ProgramAwards

21228

Deadline: December 12, 2012 • Enter Online: www.CableFAX.com/BOW12 • Event: Spring 2013

Enter as many categories as you like, but please tailor your entry to the category you are entering.

Campaign Categories:

- Ad/Series of Ads
- App (for Smartphone)
- App (for Tablet)
- Authenticated Content Marketing Campaign
- Best Visual Design
- Best Website Navigation
- Blog or Series of Blogs
- Contest/Online Games
- Digital Agency of the Year
- Digital Marketing Campaign
- Digital PR Campaign
- Editorial Excellence
- Facebook Campaign
- Mobile Marketing Campaign

- Online Community
- Online Newsroom
- Online Store/Merchandizing
- Original Content
- Podcast or Videocast
- Social Good Campaign
- Social Media Campaign
- Social Media Dream Team
- Supplemental Web Content
- Use of Facebook
- Use of Pinterest
- Use of Twitter
- Use of Video/Moving Image
- Web Site Design
- Web Site Redesign

People Awards

- Blogger
- Tweeter
- Online Community Facilitator
- Community Editor
- Digital Hot List
- Web Content Director
- Other (please enter an executive who is successfully leading your organization's digital initiatives)

- Cable Operator
- Official Show Website
- Regional/Local Programmers
- Technology Partners

TV Everywhere Awards

- Best Content Marketing/PR
- Best Portal Site (Distributor)
- Best Portal Site (Programmer)
- Best TV Everywhere/Authentication App (Operator)
- Best TV Everywhere/Authentication App (Programmer)
- Best TV Everywhere Technology (Vendor)

Best Overall Websites

- Cable Network - Small and Mid-Size (Fewer than 50mln subs)
- Cable Network - Large (More than 50mln subs)

Compiling Your Entry (Visit www.CableFAX.com/BOW12 for full details)

What to Send

At the beginning of your 2–3 page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

Supporting Materials

- URL/Web address(es) • Clippings • Photographs • Magazines • E-letters • Newsletters • Testimonials • Print-outs of Web Pages

Category definitions, FAQs, a list of last year's winners, and to enter online at www.CableFAX.com/BOW12

How To Enter: Use this form or visit www.CableFAX.com/BOW11 for additional category information and to enter online.

Mary Lou French
CableFAX's Best of the Web Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Fl
Rockville, MD 20850

Deadline: December 12, 2012
Late Deadline: December 19, 2012
Event: Spring 2013

Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): _____

Company and/or Client: _____

Contact Name of person submitting entry Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone of Contact: _____ Fax of Contact: _____

Email Address (Required): _____

Entry Fees

- Primary entry: \$300 each \$300 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$199 each \$199 each \$ _____
 - Late entry fee: \$199 per entry \$199 each \$ _____
- (for entries sent between Dec. 13, 2012 and Dec. 19, 2012)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after Dec. 12, 2012.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Payment Options

- Check (payable to Access Intelligence/CableFAX) Money Order
- Mastercard Visa Discover American Express

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

Entry fees are not refundable.
Access Intelligence Federal Tax ID#: 52-2270063

www.CableFAX.com/BOW11

The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

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At the Portals: **Tribune Company** may be a step closer to emerging from bankruptcy. The **FCC's** Media Bureau granted waivers of the cross-ownership rules for Tribune's stations and newspapers in L.A., Chicago, NY, South FL and Hartford, CT. "This decision will enable the company to continue moving forward toward emergence from Chapter 11, a process we expect to complete over the course of the next several weeks," said CEO *Eddy Hartenstein*. The waiver allows the FCC to transfer TV and radio station licenses in those markets to Tribune's new owners. Commish *Ajit Pai* said in a statement that his preference would have been for the Bureau to grant permanent waivers. Nonetheless, the action facilitates Tribune's exit from bankruptcy and grants Tribune a permanent waiver in the Chicago market. He also signaled a potential media ownership rule order might be coming: The waiver also allows Tribune to maintain its newspaper-broadcast combinations in the 4 other markets so that they may be examined "under the new rule we are likely to adopt later this year." The other Republican commish *Robert McDowell* took the chance to urge the agency to eliminate the cross media ownership ban. The ban is more likely "an unconstitutional limitation on speech by restricting speakers' access only to those platforms favored by the government," he said in a statement. "I look forward to working further with my colleagues on this important matter in the recently circulated media ownership order." Meanwhile, former **Fox** and **Discovery** exec *Peter Liguori* is expected to become the new CEO when Tribune emerges from Chapter 11, the Chicago Tribune reported.

In the Courts: A group of tech firms defended the **FCC's** net neutrality rules in a brief filed Thurs at the DC Circuit. Companies including **Amazon**, **DISH**, **eBay**, **Facebook**, **Google**, **Netflix**, **Sony** and **Twitter** argued the rules protect an open Internet and encourage investment in broadband infrastructure. **Verizon** and **MetroPCS** sued the FCC, asking the court to overturn the rules, enacted late '10. Other groups and parties that filed brief to defend the rules include former FCC chmn *Reed Hundt* and former commish *Michael Copps*. Meanwhile, Democratic Reps *Anna Eshoo* and *Henry Waxman* (CA) and *Ed Markey* (MA) sent a letter to their colleagues supporting the FCC's rules.

Rumor Mill: Here's another twist in **DISH's** winding road toward a nationwide wireless network. **Google** and the satellite company held talks to partner on a new mobile service, the *WSJ* reported, noting the talks aren't advanced and could amount to nothing. **DISH** declined to comment. The report came as **DISH** awaits the **FCC's** action on terrestrial use of MSS spectrum. It came just after **DISH** announced that wireless standard group 3GPP approved AWS-4 standards, especially with regard to interference protection between the band and the PCS G block, which Sprint is using. With the standards now approved, **DISH** is "poised to enter the wireless business as rapidly as possible, assuming favorable FCC approval of rules that will allow **DISH** to use the spectrum (which is already approved for satellite and terrestrial service) more efficiently for terrestrial wireless services for smartphones, tablets and computers," **DISH** said in a statement.

On the Hill: All 5 **FCC** commissioners are expected to testify at a **House** Communications and Technology subcommittee hearing on spectrum incentive auction Dec 12, according to Rep *Greg Walden* (R-OR). "Our subcommittee carefully crafted the legislation to create jobs by getting more spectrum into the pipeline to meet consumer demands for more mobile broadband, and to allocate a portion of auction proceeds toward build-out of a public safety broadband network, while ensuring broadcasters are treated fairly. I look forward to the testimony of all five FCC commissioners as we examine what the FCC can do to advance those goals, and what it should avoid," he said in a statement.

In the States: As previously announced, **Time Warner Cable** opened its National Data Center East on its Charlotte campus, one of the 2 centers of its kind nationwide for the company. As part of a \$101mln expansion project in Charlotte, the data center hosts the apps that support some 70mln residential emails sent per day, manages the billing records of more than 15mln customers and provides all backend apps delivered to the entire TWC employee base. The facility also includes cloud technology firm **Navisite**, a TWC company.

Programming: **Showtime** booked a 3rd season of "Web Therapy." The web-to-TV comedy series will include 10, 30-min eps and air in '13. -- **MSG** will debut new hockey series "New York's Greatest Hockey Rivalries" Mon at 9pm. The 16-part series features some of the most intense games between the Rangers and Devils, and the Rangers and Islanders, over the past 3 decades.

Business & Finance: **Viacom** plans to launch an exchange offer to eligible holders to exchange any and all of its outstanding senior debentures due '36 and any and all of its outstanding senior debentures due '37. It has also completed a debt offering of \$250mln aggregate principal amount of senior debentures due '43.

CableFAX Week in Review

Company	Ticker	11/16 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	48.99	0.33%	14.57%
DISH:	DISH	35.55	(0.86%)	24.82%
DISNEY:	DIS	47.42	0.76%	26.45%
GE:	GE	20.15	(5.44%)	12.51%
NEWS CORP:	NWS	23.74	(4.04%)	30.58%
MSOS				
CABLEVISION:	CVC	14.02	(5.21%)	(1.41%)
CHARTER:	CHTR	69.27	0.80%	21.65%
COMCAST:	CMCSA	35.45	(1.85%)	49.51%
COMCAST SPCL:	CMCSK	34.49	(1.74%)	46.39%
GCI:	GNCMA	7.52	(11.01%)	(23.19%)
LIBERTY GLOBAL:	LBTYA	56.29	(2.66%)	37.19%
LIBERTY INT:	LINTA	19.11	(4.35%)	17.82%
MEDIACOM:	MCCC	8.84	0.00%	97.76%
SHAW COMM:	SJR	21.36	(0.7%)	10.27%
TIME WARNER CABLE:	TWC	90.48	(2.81%)	42.33%
VIRGIN MEDIA:	VMED	32.51	1.72%	52.06%
WASH POST:	WPO	342.75	1.04%	(9.04%)

Company	Ticker	11/16 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	50.82	(2.38%)	35.23%
CBS:	CBS	33.60	(3.67%)	23.80%
CROWN:	CRWN	1.61	(2.42%)	33.06%
DISCOVERY:	DISCA	55.18	(2.25%)	34.68%
GRUPO TELEVISIA:	TV	22.65	(1.31%)	7.55%
HSN:	HSNI	50.50	(2.02%)	39.27%
INTERACTIVE CORP:	IACI	42.78	(2.97%)	0.43%
LIBERTY STARZ:	LSTZA	66.84	0.00%	0.54%
LIONSGATE:	LGF	15.55	(6.77%)	86.90%
LODGENET:	LNET	0.11	(72.5%)	(95.4%)
NEW FRONTIER:	NOOF	2.01	0.00%	95.15%
OUTDOOR:	OUTD	7.52	2.59%	0.80%
PLAYBOY:	PLA	6.22	0.00%	94.38%
SCRIPPS INT:	SNI	59.05	(1.75%)	39.20%
TIME WARNER:	TWX	44.70	0.07%	23.69%
VALUEVISION:	VVTV	1.73	(25.43%)	(7.98%)
VIACOM:	VIA	49.97	0.30%	(6.3%)
WWE:	WWE	7.71	(3.75%)	(17.27%)

Company	Ticker	11/16 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	1.95	(7.14%)	(7.14%)
ALCATEL LUCENT:	ALU	1.00	(9.91%)	(35.9%)
AMDOCS:	DOX	32.17	(1.89%)	12.76%
AMPHENOL:	APH	59.12	(2.81%)	30.25%
AOL:	AOL	35.11	(11.2%)	132.52%
APPLE:	AAPL	527.68	(3.54%)	30.29%
ARRIS GROUP:	ARRS	13.52	(3.08%)	24.95%
AVID TECH:	AVID	5.97	(2.61%)	(30.01%)
BLNDER TONGUE:	BDR	1.20	8.11%	(1.64%)
BROADCOM:	BRCM	30.47	(0.46%)	3.78%
CISCO:	CSCO	17.99	6.96%	(0.5%)
CLEARWIRE:	CLWR	2.19	0.46%	12.89%
CONCURRENT:	CCUR	4.81	(3.19%)	26.95%
CONVERGYS:	CVG	15.23	(6.45%)	19.26%
CSG SYSTEMS:	CSGS	17.83	(6.06%)	21.21%
ECHOSTAR:	SATS	30.46	(3.7%)	45.46%

Company	Ticker	11/16 Close	1-Week % Chg	YTD %Chg
GOOGLE:	GOOG	647.18	(2.39%)	0.20%
HARMONIC:	HLIT	4.09	(1.21%)	(18.85%)
INTEL:	INTC	20.19	(8.48%)	(16.74%)
JDSU:	JDSU	10.80	(3.14%)	3.45%
LEVEL 3:	LVLTL	18.53	(2.98%)	9.06%
MICROSOFT:	MSFT	26.52	(8.01%)	2.16%
RENTRAK:	RENT	17.60	4.08%	23.25%
SEACHANGE:	SEAC	8.74	(1.13%)	24.32%
SONY:	SNE	10.12	(6.81%)	(43.9%)
SPRINT NEXTEL:	S	5.48	(1.26%)	134.19%
TIVO:	TIVO	10.02	(2.05%)	11.71%
TOLLGRADE:	TLGD	10.08	0.00%	64.98%
UNIVERSAL ELEC:	UEIC	16.07	4.08%	(4.74%)
VONAGE:	VG	2.23	(0.89%)	(8.98%)
YAHOO:	YHOO	17.86	3.48%	10.73%
TELCOS				
AT&T:	T	33.14	(1.19%)	9.59%
QWEST:	Q	6.83	0.00%	62.23%
VERIZON:	VZ	41.40	(2.91%)	3.19%

Company	Ticker	11/16 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	12588.31	(1.77%)	3.03%
NASDAQ:	IXIC	2853.13	(1.78%)	9.52%
S&P 500:	GSPC	1359.88	(1.45%)	8.13%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.20	8.11%
2. CISCO:	17.99	6.96%
3. RENTRAK:	17.60	4.08%
4. UNIVERSAL ELEC:	16.07	4.08%
5. YAHOO:	17.86	3.48%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	0.11	(72.5%)
2. VALUEVISION:	1.73	(25.43%)
3. AOL:	35.11	(11.2%)
4. GCI:	7.52	(11.01%)
5. ALCATEL LUCENT:	1.00	(9.91%)

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