

CableFAX Daily™

Wednesday — November 20, 2013

What the Industry Reads First

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Google's Play: Sports Leagues Shouldn't Fear YouTube

Google's head of sport for North America didn't use his keynote at Tues' PromaxDBA Sports Media Marketing Summit in NYC to position the Internet giant as a creator of original content or purchaser of sports rights. Instead, *Frank Golding* appealed to sports leagues to put content on Google-owned **YouTube** to drive engagement back to their brands. "The strategy is to convince leagues that if the league puts its content on YouTube it's a safe place. With that content on **YouTube**, they can drive fan engagement and drive viewers and fans back to either their properties or to their games or their mobile apps, or, in other words, to use YouTube to help drive their business," he told *CableFAX* after his presentation. But partnering with sports leagues has been "very difficult," particularly when it comes to the freshest programming. "The trick is to convince leagues you should work with your fans," who are not only playing "catch up" watching sports content, but also creating their own content surrounding the property. Sports viewing has grown by 500% on YouTube since 2010, he told the crowd. Back to those rumblings that Google is interested in buying **NFL** Sunday Ticket... Golding told us he couldn't comment, but reiterated that YouTube is a platform. "The hard sell about buying sports rights is there's no YouTube on YouTube, so even if we bought something, we still need the league to produce it," he said. "Then you're back in the kind of situation where it's, well, it's really the league doing its thing." Don't read Golding wrong. He's not suggesting leagues pouring tons of money into network TV would see the same results on YouTube. It's a different piece of the value equation, with YouTube excelling at working with a 30-day window, he said. "When you pay billions of dollars for sports rights," it's going to be well-produced, fresh content. And the day after, it's still going to be fresh. "It's got to go somewhere... and we have a very big home," he said. And it's getting bigger. The content requires infrastructure to hold it, and YouTube is "building right now for the million channel generation... Social companies are spending hundreds of millions on infrastructure." As for whether Google has plans to enter the original content game, Gordon noted "mixed results" from advancing money to creators of original content—presumably referring to YouTube's \$100m in financing of 100 original channels in '12. Today, it's focusing the platform and "working hard to accelerate the monetization" aspect, so people can earn more money for their content.

Cable Center HoF: Congrats to the new class of Cable Hall of Fame inductees, which the Cable Center will induct during

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THE MAGAZINE

2013
Most
Powerful Women
in Cable

For questions or to register online contact
Saun Sayamongkhun at saun@accessintel.com.

To sponsor the Most Powerful Women in Cable breakfast or
roundtable contact aabbey@accessintel.com or 301-354-1629.

Join us for CableFAX's Most Powerful Women in Cable Breakfast on November 21, 2013 from 8:00–10:00 a.m. in NYC, as we salute the women who have made their mark on the industry with leadership, innovation and community.



November 21, 2013 | Grand Hyatt, NYC • Register today at www.CableFAX.com/events



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For further information, including table prices, please call Maria Ducheine at (212) 997-0100, Ext. 214 or e-mail at mducheine@projectsplusinc.com

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its annual dinner held in conjunction with The Cable Show (Apr 29-May 1, L.A.). This year's honorees are: **CNN** correspondent *Christiane Amanpour*, retired **Cox** exec *Alex Best*, the late *Fred Dressler* of **Time Warner Cable**, **Suddenlink** chmn/CEO *Jerry Kent*, ex-**Westinghouse Bcstg** CEO *Daniel Ritchie* and former **TeleWest** CEO/COO *David Van Valkenburg*. The 17th Cable Hall of Fame Celebration is set for Apr 29 at the **JW Marriott** in L.A. More info at cablehalloffame.com.

OTT: Apple TV added **Yahoo Screen**, which offers various video clips of sports, kids, news and entertainment content, and **PBS**, to its channel lineup. The media streaming service has also been busy signing up cable nets, recently adding support for **Watch Disney**, **Watch Disney XD**, **Watch Disney Junior**, **Watch ESPN** and **HBO Go**.

ESPN: FiveThirtyEight.com, now part of **ESPN**, will re-launch in early '14, the net said Tues, nearly 4 months after statistician *Nate Silver* and his polling site, previously posted on the *The New York Times* website, joined ESPN. The new site will focus on 5 categories: sports, politics, economics, science and lifestyle.

Deals: TiVo continues to target small to mid-size cable ops: It scored a deal with PA-based **Blue Ridge Communications** to provide a next-gen whole home TV solution and user experience across platforms. Initial deployment is expected to start early next year. -- **BlueLabs**, the data analysis company formed by former analytics team with *Obama's* presidential campaign, scored a deal with **FourthWall Media**, which provides cable set-top viewing data. Under the agreement, BlueLabs will use FourthWall's second-by-second viewership to help clients reach audiences with micro-targeted TV commercials.

At the Portals: The **FCC's** Enforcement Bureau district dir for the Kansas City office issued a forfeiture of \$25K to **Time Warner Ent-Advance/Newhouse Partnership**, owner of a cable system in Kansas City, MO. This comes after the Bureau issued a notice of Apparent Liability in July '12, saying TWE-Advance failed to maintain and make available required proof of performance test data and children's programming records. The base forfeiture for the violation is \$10K. At that time, TWE-Advance argued for a reduction of the proposed \$25K fine, citing its "substantial, good faith compliance efforts," and arguing that the Bureau's upward adjustment of the fine was unwarranted.

Awards: TNT will telecast the 20th Annual Screen Actors Guild Awards nominations live on Dec 11. The event will also be webcast live on tntdrama.com and tbs.com.

Ratings: Nick's "SpongeBob" was the #4 most-viewed cable show last week, with nearly 5.2mln viewers tuning in to see *Mr SquarePants* get fired from the *Krusty Krab*. **AMC's** "The Walking Dead" ranked #1 for the week (12mln total viewers), followed by **NFL** on **ESPN** (11mln) and NFL Net (6.4mln). **ESPN** was at the top of the prime pyramid for the week (3.5mln viewers). It was joined by **Disney** (2.1mln), **Hallmark** (2mln) and **Fox News** (2mln). Hallmark is relishing the holidays, with its 2 most recent original movies (both Christmas themed) helping it to rank as the #1 cable net among women 25-54 last week. Sat's "The Christmas Ornament" attracted 4.3mln viewers (6.1mln unduplicated viewers across all plays Sat). The premiere of "Catch a Christmas Star" on Sun brought in nearly 3.9mln viewers. **Brag Book: Science Channel's** scripted film "The Challenger Disaster" drew more than 1.9mln total viewers Sat to its simulcast on Science and **Discovery**. It was Science's most-watched program of the year, with 730K total viewers (3rd most-watched in net history). Discovery's simulcast scored 1.2mln viewers. -- **HBO's** "Eastbound & Down's" final ep delivered 899K viewers Sun, a season-high. It had 1.2mln across its 2 plays. The premiere telecast of "*Mike Tyson: Undisputed Truth*" attracted 882K viewers Sat. -- **Bravo's** "Real Housewives of Atlanta" attracted nearly 3.7mln viewers Sun as the highest-rated ep of the season among all key demos. "Watch What Happens Live" also had its most-watched ep of the season (nearly 1.4mln). Newbie "Thicker Than Water" was up 18% to 1.8mln viewers, and "Fashion Queens" notched a season-to-date high of 1.1mln total viewers.

Programming: Comedian, actor, writer *Patton Oswalt* will host the '14 Film Independent Spirit Awards, which will premiere exclusively on **IFC** Mar 1 at 10pm. -- **BBC America** continued its celebration of the 50th Anniversary of "Doctor Who," partnering with **Nerdist Industries** to offer the 1st live simulcast pre-show from the YouTube Space Los Angeles. The show will air Nov 23 on the net and stream globally on the net's **YouTube** channel. -- **Syfy's** unscripted series "Face Off" returns for the 6th season on Jan 14. -- **FX** placed a 13-ep order for drama series "The Strain" from *Guillermo del Toro*, author *Chuck Hogan* and writer/producer *Carlton Cuse*, which is based on the vampire novel trilogy of the same title written by del Toro and Hogan. The series starts production later this month and is scheduled to debut in July.

Public Affairs: NUVotv announced "We Decide Our America," a series of celebrity-driven PSAs encouraging com-

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prehensive immigration reform. The spots, which feature *Mario Lopez* and *Tatyana Ali* among others, are running now and will continue to air throughout the congressional calendar. The net also produced a 2-min call-to-action spot with spoken word poet *Mayda Del Valle*.

People: Fox Sports upped *Jeff Krolik*, evp of Fox Sports Regional Networks since '07, to pres, reporting to *Eric Shanks*, pres/COO of Fox Sports. Krolik's new responsibilities include oversight of Fox Deportes. -- Lifetime named *Mariana Flynn* vp, non-fiction programming. -- INSP named *Shawn Nicholson* vp of sales operations. -- WWE tapped former ReelzChannel and Fox News exec *Matthew Singerman* as evp, programming.

Editor's Note: Don't forget to enter your best digital marketing campaigns, social media initiatives and other digital wares in CableFAX's Digital Awards recognizing the best people and campaigns driving cable's web, social media and digital successes. Knock it off your to-do list before the Thanksgiving holiday and enjoy that turkey even more. Deadline for entries is Dec 6. More info: <http://www.cablefax.com/cfp/BOW13/> -- We're close to sold out for Thurs' big Most Powerful Women in Cable event in NYC at the Grand Hyatt. Don't miss your chance to network and celebrate with cable's top women. More info: http://www.cablefax.com/cfp/events/most_powerful_women2013/

CableFAX Daily Stockwatch

Company	11/19 Close	1-Day Ch	Company	11/19 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
21ST CENTURY FOX:	33.26	(0.49)	ECHOSTAR:	49.58	(0.19)
DIRECTV:	65.47	0.43	GOOGLE:	1025.20	(6.35)
DISH:	49.64	(0.94)	HARMONIC:	7.26	(0.03)
DISNEY:	69.12	(0.38)	INTEL:	24.70	0.10
GE:	27.03	(0.19)	JDSU:	12.02	(0.24)
MSOS					
CABLEVISION:	14.94	0.04	LEVEL 3:	29.17	(1.16)
CHARTER:	129.07	(0.47)	MICROSOFT:	36.74	(0.46)
COMCAST:	47.46	0.08	MOTOROLA MOBILITY:	13.48	(0.12)
COMCAST SPCL:	46.36	0.02	NIELSEN:	40.70	0.33
GCI:	9.57	(0.02)	RENTRAK:	35.50	(0.41)
LIBERTY GLOBAL:	79.26	(0.61)	SEACHANGE:	13.70	(0.42)
LIBERTY INT:	27.92	(0.01)	SONY:	18.70	(0.02)
SHAW COMM:	23.17	(0.21)	SPRINT NEXTEL:	7.49	(0.15)
TIME WARNER CABLE:	122.26	0.73	TIVO:	13.18	0.03
WASH POST:	644.14	(0.61)	UNIVERSAL ELEC:	36.29	(0.21)
PROGRAMMING					
AMC NETWORKS:	63.30	(0.7)	VONAGE:	3.18	(0.02)
CBS:	58.88	(0.72)	YAHOO:	34.63	(0.34)
CROWN:	3.12	UNCH	TELCOS		
DISCOVERY:	85.23	(0.19)	AT&T:	35.72	0.12
GRUPO TELEVISIA:	29.48	(0.38)	VERIZON:	50.78	0.02
HSN:	57.50	(0.13)	MARKET INDICES		
INTERACTIVE CORP:	55.88	(0.41)	DOW:	15967.03	(8.99)
LIONSGATE:	32.46	(0.89)	NASDAQ:	3931.55	(17.51)
MADISON SQUARE GARDEN:	56.02	(0.19)	S&P 500:	1787.87	(3.66)
SCRIPPS INT:	74.80	0.10	TECHNOLOGY		
STARZ:	27.78	(0.82)	ADDVANTAGE:	2.63	(0.02)
TIME WARNER:	66.28	(0.57)	ALCATEL LUCENT:	3.80	(0.23)
VALUEVISION:	5.25	(0.01)	AMDOCS:	40.54	(0.41)
VIACOM:	79.65	0.01	AMPHENOL:	84.64	(0.14)
WWE:	13.43	(0.17)	AOL:	45.67	0.49
TECHNOLOGY					
ADDVANTAGE:	2.63	(0.02)	APPLE:	519.55	0.92
ALCATEL LUCENT:	3.80	(0.23)	ARRIS GROUP:	18.83	0.83
AMDOCS:	40.54	(0.41)	AVID TECH:	8.28	(0.23)
AMPHENOL:	84.64	(0.14)	BLNDER TONGUE:	0.98	0.01
AOL:	45.67	0.49	BROADCOM:	26.40	(0.23)
APPLE:	519.55	0.92	CISCO:	21.42	0.13
ARRIS GROUP:	18.83	0.83	CONCURRENT:	7.38	0.01
AVID TECH:	8.28	(0.23)	CONVERGYS:	20.00	(0.17)
BLNDER TONGUE:	0.98	0.01	CSG SYSTEMS:	28.12	(0.64)
BROADCOM:	26.40	(0.23)			
CISCO:	21.42	0.13			
CONCURRENT:	7.38	0.01			
CONVERGYS:	20.00	(0.17)			
CSG SYSTEMS:	28.12	(0.64)			



Bright.*

*Coming soon from CableFAX.