

# CableFAX Daily™

Thursday — November 29, 2012

What the Industry Reads First

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## Cold November Rain: Many Nets See Declines for Month

November ratings are in, and many nets saw year-over-year double-digit declines. One of the exceptions is ratings plagued **CNN**. It was up 55%, thanks to election coverage, to a 0.8 HH rating. That's still nowhere near competitor **Fox News'** 2.0 rating (up 42% vs Nov '11), with the news net tied with **USA** for the #2 spot in prime among cable nets. **MSNBC's** Nov ratings soared 73% to a 1.1 for the month, also ahead of CNN. If reports are true and former **NBCU** CEO **Jeff Zucker** takes on the CNN pres role, he's got some catching up to do. On the plus side, "Starting Point with **Soledad O'Brien**" had its best month since launching in Jan, "**Erin Burnett** Outfront" had its strongest month since launching in Oct '11 and "**AC360**" at 8pm had its best month since launching in Aug '11. Cable's first place prime finisher for Nov was **ESPN**. It scored a 2.3 HH rating, down 15% from last year. **TNT** bucked the downward trend, with NBA basketball helping its HH rating rise 17% to a 1.2. Last year, the NBA lockout delayed the start of the season until Dec 25. Through its first 7 game telecasts, the NBA on TNT is averaging a 1.8 US HH rating and more than 2.6 million total viewers— that's +6% compared to the first 7 games last season. Sister net **TBS** was flat for the month. Other nets posting gains vs last Nov include **Discovery** (8% to a 1.0 HH rating), **History** (+14% to 1.4), **Lifetime** (+21% to 0.9), **Disney XD** (+27% to 0.4), **AMC** (+8% to 1.3), **Nat Geo** (+33% to 0.5), **Discovery en Espanol** (22% to a 1.0) and **OWN** (+74% to 0.4). **NBA TV** has been a big winner in Nov, with ratings up 425% to a 0.2 as the net has recorded 3 of its top 5 most-viewed regular season telecast of all-time this season. **MTV**, which **Viacom** has honed in on for improvement, was virtually flat, with ratings up 2%. **Nick**, another ratings project for Viacom, slipped 4% in total day to a 1.4 HH rating. Among the nets posting declines in prime are **USA** (-13% to 2.0), **Disney** (-11% to 1.7), **FX** (-9% to 1.1), **ABC Family** (-14% to 0.9), **Food** (-24%, 0.7) and **Comedy Central** (-15% to 0.7). Broadcast also had its share of declines for the month. **ABC** is down 14% YOY with total viewers of 8.8mln. **CBS** is off 16% (10.8mln), and **Fox** is down a whopping 29% (5.8mln). The only gainer is **NBC**, which rose 20% to 9mln total viewers for the month.

**On the Hill:** President Obama and Veep Joe Biden were slated to talk with business leaders about actions needed to keep the economy growing while reducing the deficit. Among those with seats at the table: **Comcast's** Brian Roberts, **Yahoo!** pres/CEO Marissa Mayer, **AT&T** CEO Randall Stephenson and **Home Depot** CEO Frank Blake. -- A few changes among

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Republicans in the House Commerce Committee. Chmn *Fred Upton* (R-MI) announced that *Marsha Blackburn* (R-TN) will serve as the full committee vice chair, replacing Rep *Sue Myrick* (R-NC). Rep *Tim Murphy* (R-PA) will take the helm of the Oversight and Investigations Subcmte from outgoing Rep *Cliff Stearns* (R-FL). Rep *Lee Terry* (R-NE) replaces *Mary Bono Mack* (R-CA) as chmn of Commerce, Manufacturing and Trade. Rep *Greg Walden* (R-OR) will continue to lead the Communications subcmte. Upton plans to name 5 new subcmte vice chairs, including *Bob Latta* (R-OH) on Communications.

**Sports Talk:** Rising sports programming fees are “wildly out of control,” *Bob Gessner*, vice chmn of **ACA** and owner of **Massillon Cable TV** in OH, said Wed on sports talk radio station 740 in Orlando. The problem is “these guys (networks) are willing to slam their wallets on the table” and spend big money on sports rights “so they can charge consumers more money,” he said. The issue “requires Congressional action.” He urged people who are concerned about rising sports fees to call their representatives to conduct investigations and hearings.

**TVE:** **Verizon** has enabled up to 75 live TV channels on **LG Smart TV**. Through the FiOS TV app, subs can access the channels plus the FiOS Flex View cross-platform VOD service. The move came after the telco launched its FiOS Mobile app for iPad, which also enabled 75 live cable channels, including **HBO**, **Food Network**, **NFL Network** and **VH1**. Meanwhile, for the first time, Verizon’s FiOS search on LG Smart TVs and Blu-ray players provides results from a choice of 75 broadcast channels and Flex View content. In addition, parent-friendly features include parental PIN options to restrict mature content and PIN-based controls on any VOD purchases. The FiOS app is available on all '12 LG Smart TV series.

**Advertising:** **CNN** Ad Sales signed first-time sponsors **BP**, **Geico** and **ServPro** to its “CNN Heroes: An All Star Tribute” telecast (Dec 2, 9pm ET). Returning sponsors include **Johnson & Johnson**, **Subaru of America**, **Tide** and **Humana**. Each top 10 CNN Hero gets a \$50K grant from CNN. New this year, CNN and **Google** have teamed up to enable people around the world to donate to this year’s Top 10 CNN Heroes and their causes through Google Wallet.

**Earnings:** Patent litigation helped swing **TiVo** to a profit of \$59mln in 3Q vs a loss of \$24.5mln a year ago. Revenue rose 27% to \$82mln.

**Sandy Relief:** **Discovery en Espanol** partnered with “**Save the Children**” to help victims of Hurricane Sandy. The net will launch an on-air call to action on behalf of the nonprofits during the airing of its special “Sandy, tormenta apocaliptica” on Sun at 9pm.

**On the Circuit:** **NBCU** partnered with the **Arbor Day Foundation** to host a **Twitter** party for the 4th annual “Share a Tree” campaign, which aims to plant 1mln trees by year-end. The virtual party kicked off Wed during the broadcast of the 80th annual **Rockefeller Center** Christmas Tree Lighting Ceremony.

**Programming:** **Syfy** continued to expand its paranormal reality programming slate. It greenlit 3 new series “Ghost Mine,” “Stranded” and “Notorious Hauntings,” set to premiere Jan 16, Feb 27 and spring '13, respectively. -- **ABC Family** started production Wed on its drama series pilot “Terminales,” which is based on Televisa’s Mexican drama of the same title and was written by *Susanna Fogel* and *Joni Lefkowitz*. -- Starting Dec 7, **HGTV** will air 2 new installments of “Celebrity Holiday Homes” featuring celebrities and their dwellings, from mansions and luxurious movie set trailers to a historic castle in Great Britain and the White House. -- **Sundance Channel** has co-produced and will premiere 2 new installments of crime documentary, “The Staircase.” Starting Jan 7 at 10pm, the net will air an encore performance of the original 8-part series, followed by 2 hour-long new eps on March 4 and March 11. -- **Bravo Media** heats up Hotlanta as the network greenlit 2 new series focusing on life in Atlanta; “Married to Medicine” and “Taking Atlanta” and booked a 2nd season of “Don’t Be Tardy...,” following wig-wearing Atlanta Housewife *Kim Zolciak*. -- **Lifetime**’s docu-series “Dance Moms” will return for a 3rd season Jan 1. -- **FX** announced its early '13 release dates. “Justified” returns for its 4th season Jan 8 and will continue to run Tuesdays at 10pm. “Anger Management” will start its back-90 run on Jan 17 with consecutive eps at 9 and 9:30pm before moving to its regular timeslot of Thursdays at 9:30pm. Animated series “Archer” returns for its 4th season starting Jan 17 and will air Thurs at 10pm. New original comedy series “Legit” will premiere Jan 17 at 10:30pm. “Totally Biased with *W. Kamau Bell*” will return Jan 17 at 11pm. -- **Military Channel** commissioned **Arrow Media** to produce doc series “Ultimate Warfare,” a 10-parter on the stories of the greatest military battles from WWII to present day fighting in the Middle East. It will debut in 1Q. -- **A&E**’s “Duck Dynasty” hosts 1-hour holiday special “I’m Dream-

# BUSINESS & FINANCE

ing of a Redneck Christmas," Dec 5 at 10pm. -- **AMC** on Feb 14 will kick off a Thurs reality block at 9pm with the final 8 eps of "Comic Book Men" Season 2, followed by the premieres of "Freakshow" set on the Venice Beach boardwalk and "Immortalized," a taxidermy competition series. The 2nd seasons of unscripted series "The Pitch" and "Small Town Security," as well as the recently greenlit "Road Show," (wt) also will air on Thurs later in '13. -- **RLTV** and **Face the Facts USA** will jointly present a town hall on the impending fiscal cliff. "Fix America: The People Have Spoken" debuts Thurs at 9pm ET.

**People:** *Tom Montemagno* was named evp, programming for **Cablevision**, responsible for all programming-related functions and negotiations. He'll report to pres/CEO *Jim Dolan*. Montemagno joined the company more than 23 years ago and has held various roles in programming, most recently as svp, programming acquisition and the company's lead negotiator with content companies. -- **Weather Company** hired *Jeremy Steinberg* as svp, digital ad sales. The former **Fox News** vp, digital sales and biz dev joins Jan 2. -- *Steve Davi* has left his CTO post at **SeaChange** and joined **Synacor** as svp, software engineering. -- **Eonline** named former **USWeekly** exec digital producer *Romina Rosado* vp, Eonline.

## CableFAX Daily Stockwatch

Company	11/28 Close	1-Day Ch	Company	11/28 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	49.16	(0.03)	CONCURRENT:	5.14	0.18
DISH:	34.63	0.24	CONVERGYS:	15.08	0.02
DISNEY:	49.20	0.60	CSG SYSTEMS:	18.26	0.08
GE:	21.14	0.27	ECHOSTAR:	31.91	0.48
NEWS CORP:	24.95	0.44	GOOGLE:	683.67	12.96
<b>MSOS</b>					
CABLEVISION:	13.86	0.15	HARMONIC:	4.58	0.22
CHARTER:	70.29	UNCH	INTEL:	20.09	0.16
COMCAST:	36.66	0.37	JDSU:	11.91	0.48
COMCAST SPCL:	35.61	0.30	LEVEL 3:	18.34	0.15
GCI:	8.07	0.29	MICROSOFT:	27.36	0.28
LIBERTY GLOBAL:	57.35	0.26	RENTRAK:	18.35	0.64
LIBERTY INT:	19.30	0.07	SEACHANGE:	9.14	0.04
SHAW COMM:	21.49	0.03	SONY:	9.79	0.05
TIME WARNER CABLE:	92.66	(0.06)	SPRINT NEXTEL:	5.70	0.07
VIRGIN MEDIA:	34.04	0.02	TIVO:	10.85	0.64
WASH POST:	353.05	6.18	UNIVERSAL ELEC:	16.99	(0.07)
<b>PROGRAMMING</b>					
AMC NETWORKS:	51.11	0.28	VONAGE:	2.32	0.04
CBS:	35.31	0.54	YAHOO:	18.91	(0.02)
CROWN:	1.78	0.01	<b>TELCOS</b>		
DISCOVERY:	58.97	1.27	AT&T:	33.62	UNCH
GRUPO TELEVISA:	23.57	0.36	VERIZON:	43.56	0.58
HSN:	52.50	0.40	<b>MARKET INDICES</b>		
INTERACTIVE CORP:	44.15	0.85	DOW:	12985.11	106.98
LIONSGATE:	16.60	0.28	NASDAQ:	2991.78	23.99
LODGENET:	0.21	0.01	S&P 500:	1409.93	10.99
NEW FRONTIER:	2.05	0.03	<b>TECHNOLOGY</b>		
OUTDOOR:	7.40	0.03	ADVANTAGE:	2.00	0.03
SCRIPPS INT:	59.72	0.18	ALCATEL LUCENT:	1.13	(0.01)
TIME WARNER:	46.99	0.65	AMDOCS:	33.01	0.22
VALUEVISION:	1.83	UNCH	AMPHENOL:	61.56	0.50
VIACOM:	51.46	0.50	AOL:	36.96	0.38
WWE:	8.08	0.16	APPLE:	582.94	(1.84)
<b>MARKET INDICES</b>					
			ARRIS GROUP:	13.83	0.03
			AVID TECH:	6.38	(0.1)
			BLNDER TONGUE:	1.18	UNCH
			BROADCOM:	32.16	0.07
			CISCO:	18.83	(0.13)
			CLEARWIRE:	2.23	0.01

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## Think about that for a minute...

### Friedman Fibrosis

Commentary by Steve Effros

Tom Friedman, the award-winning columnist at *The New York Times*, wrote a piece the other day about technology gains being made in Chattanooga, TN. The Mayor stated that an older city in decline had reinvented itself as a hub for modern commerce in major part by deciding years ago to build a modern broadband infrastructure linking the city's 180,000 residents.



Unfortunately, Tom, who has long been smitten with the notion of fiber optics, then got his point all tied up in the fibrous web of promotion of one type of cable over another. He missed the opportunity to note that most communities already have the capability to do the same thing.

The first example given of why top-notch, fast broadband can be a boon to any community was Tom's report of a "superlow latency" videoconference technology concert that was performed in Chattanooga. Unfortunately, the assumption was that the "superlow latency videoconferencing" was enabled because of the fiber-to-the-home system built by the city's municipal power and light company. In fact, any high-speed broadband system (Comcast in Chattanooga offers broadband at over 100 Mbs for those who want and need it) can deliver the same local performance. The "latency" (or delay) issue is far more problematic in the long-haul and "middle mile" parts of the network than it is at the local level. That's why Amazon and others install local servers. Satellite communications, for instance, has an inherent built-in delay that we all witness during newscast interviews all the time simply because the satellites are 25,000 miles away, and the combined 50,000 mile trip for the signal causes a delay that isn't going away so long as physics has anything to say about it! But getting back to Tom's point that new technology on the

ground is one of the real pieces of good news regarding economic developments in this country, I couldn't agree more. I just wish he would understand that the opportunities are already there, and that there is really no need for massive new government financed investments in a "new," "magic" technology like fiber to be able to utilize them.

His other "example" was the fact that thousands of homes in Chattanooga have had new broadband electric meters installed as part of the broadband system. This resulted in the power company being able to respond to an outage in seconds rather than hours. But of course that has to do with installing broadband electric meters and switching, not fiber optics. Any power company could work with any modern broadband provider in virtually any city or town in the United States today and get the same result!

The broadband infrastructure is already there, and you don't need 1-Gigabit service to achieve those results. In fact, the data demands for such power monitoring and switching are miniscule. The challenge is getting the power grid electronics up to snuff and connected to the broadband systems already in place, not, as Tom suggests, the need for governments to spend billions of dollars to rebuild an infrastructure that is already more than capable of delivering the services. Note, by the way, that "municipal" infrastructure systems have had a woeful long-term history regarding cost and maintenance. Just look at our bridges and roads, for example.

I think Friedman is right. Broadband should be an integral part of the thinking of every community in terms of what it can provide. That infrastructure in most cases already exists. We need not "re-invent the wheel." We need to simply learn how to use it.

*Steve*

T:202-630-2099  
steve@effros.com

*(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry)*

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