

CableFAX Daily™

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What the Industry Reads First

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News Return: Zucker Hints at Broadening CNN's Coverage, No Details Yet

How do you announce something that's already out of the bag? In CNN's case, it meant rounding up reporters and putting them on the phone Thurs morning with newly named CNN Worldwide pres *Jeff Zucker* and his boss, **Turner** chmn/ CEO *Phil Kent*. And that meant asking the same question—what are you going to do about ratings—a half dozen different ways. Zucker obliged by providing a detailed list of planned changes, new additions and cancellations—NOT! But there were some hints of what's in store. Twice, Zucker declared that “news is about more than politics and war... That's where we have to begin.” Couple that with several statements he made about competition going beyond **Fox News** and **MSNBC** to all programmers who produce nonfiction programming, and his vision becomes a little clearer. In the past, CNN had shows that delved into fashion, technology and so on. “Some of that is going to be revisited,” Kent said, comparing CNN's potential offerings to various sections in a newspaper (newspaper reporters everywhere cheered that *someone* wants to emulate newspapers). To give you an idea of the ratings story, CNN averaged 1.05mIn total viewers in prime for Nov vs Fox News' 2.56mIn and MSNBC's 1.29mIn. While focusing on just Fox and MSNBC would be a mistake, according to Zucker, he acknowledged that he'd like to beat them. Here's what CNN's not going to do: put a bunch of partisan pundits in primetime. “I think the most important thing is that CNN continues to remain editorially independent,” Zucker said. “Just because you're not partisan, it doesn't mean you can't be exciting. We need more passion and fans.” Kent echoed the sentiment, saying that while ratings are obviously important, the “most important thing in our business is to be essential every day to someone.” The press corp had no luck getting any details on what Zucker plans to change, with him declaring that it would be unfair to get into specifics about any shows and that “there is no doubt that there are great folks here and there is more work to be done.” Zucker, former producer of **NBC's** successful morning show “Today,” was equally mum about CNN's morning lineup. But Kent wasn't. “It's not lost on any of us that **HLN's** morning show occasionally beats CNN's morning show,” the Turner boss said. Calling Zucker an “absolute expert” in morning television, Kent said CNN needs to look at what it should be doing differently from Fox News, MSNBC and the broadcasters in the a.m. Less stellar is Zucker's track record as the head of **NBCU**, which included NBC rating declines and the whole *Jay Leno* primetime debacle. “No doubt I made mistakes in the entertainment world, and I own those,” Zucker said, noting he has spent “the best

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Source: BoxingScene's Cliff Rold, 11/22/12

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years” of his career as a journalist and in news. “I’m returning to where I felt the most comfortable.” He is currently producing Today alum *Katie Couric*’s daytime show, but will wind that down and join CNN in Jan. Zucker succeeds *Jim Walton*, who previously announced he would leave at year-end.

Retrans Spat: Gannett, which threatened a blackout with DISH last month (*Cfax*, 10/9), is now warning DirecTV subs that a disconnect might happen at week’s end if the 2 can’t strike a retrans deal. The companies have been in intense negotiations over the past weeks. “Gannett has never had service disruption with a major carrier,” the company, which owns 23 stations across the country, said in a statement. “We will continue to work with DirecTV right up to the (Nov 30) deadline.” The satellite company said discussions remain productive. “DirecTV customers should rest assured that, even though Gannett has removed its stations from other distributors’ customers before, those interruptions were resolved within hours and not days. We would hope Gannett will not resort to any unnecessary blackout, however brief it might be.” -- Charter and LIN TV continued talks Thurs as they face contract expiration at midnight. Eleven LIN O&Os are carried by Charter, including the CBS affil in Providence, RI, and NBC affil in Grand Rapids, MI (*Cfax*, 11/21).

On the Hill: CA’s Republican Congressman Darrell Issa took to Reddit Tues to talk about his draft bill proposing a temporary suspension of new Internet regulations. According to Issa’s Reddit post, the goal of the proposal is to “make Washington take a break from messing [with] the Internet.” As CableFAX has reported, the draft bill, titled the “Internet American Moratorium Act of 2012,” would “create a 2-year moratorium on any new laws, rules or regulations governing the Internet” (*Cfax*, 11/20). “I’m not advocating for no rules or laws on the Internet ever,” Issa said during a Q&A session on the site. “But it has been made abundantly clear to me, and to a lot of other people, that both legislators and regulators have gone down the road of trying to take actions that impact the Internet without knowing their full effect,”.

At the Portals: ACA gave a thumbs-up to the FCC’s decision to provide small cable ops an additional 3 months to come into compliance with the recordable, IP-based output requirement for HD set-top boxes beyond the 18-month extension granted to the entire industry. The original deadline for compliance was Dec 1, but after petitions from parties like TiVo, ACA and NCTA, the agency decided to push the date to June 2, ’14 for the entire industry and Sept 2 for small cable ops.

Voice Business: Time Warner Cable launched a free Voicemail to Text service for its home phone subs, allowing home phone voicemail message transcriptions via text messages to a mobile phone or email address. Messages can be sent to up to 5 mobile phone numbers and email addresses and transcribed into English or Spanish. Subs can also receive an audio file of the recorded voicemail message as an optional attachment to email notifications.

In the States: Time Warner Cable launched TWC WiFi in Kansas City. The service is free to all TWC subs with standard and above Internet plans, as well as Starter Internet subs. Currently, the service covers popular locations like the River Market, Downtown Kansas City. In the coming months, the op will continue to expand the WiFi network to additional locations. For non-TWC subs or subs without a standard or above Internet plan or Started Internet, a TWC WiFi Access Pass is available to allow the use of WiFi service for a fee.

Sandy Relief: Current TV host Joy Behar headlines “Joy Behar’s Comics with Benefits” Dec 10 in NYC to benefit victims of Hurricane Sandy. Current TV will air the show Dec 14 at 9pm with subsequent airings throughout the holiday season.

From the Street: NBCUniversal has gone from “albatross to a key part of the bull case,” Bernstein Research analysts said. The potential for improvements at NBCU, especially from retrans consent and reverse compensation for NBC and improvements in NBC’s ratings, are likely to drive significant upside over the next several years, they said. They forecast minimal upside from NBCU’s stable of cable networks in terms of affil fees. The analysts rate Comcast outperform with a target price of \$40 and rate Time Warner Cable and Charter outperform with target price of \$107 and \$95 respectively. They rate Cablevision market-perform with a target price of \$13.

Ratings: Hallmark Channel’s “Naughty or Nice” was the #1 cable movie and #1 telecast for Sat, scoring a 2.6 HH rating and drawing nearly 4.8mln unduplicated viewers. “Hitched for the Holidays” on Sun placed as the #2 cable movie of the day with a 2.5 HH rating and 4.5mln viewers. Combined, the 2 movies positioned the net as the #2 cable net among HH and total viewer rating, and #2 among HH and total delivery in primetime for the weekend.

BUSINESS & FINANCE

On the Web: What would you rank as cable's top stories for 2012? We gave it a shot over at **CableFAX.com**. Let us know if we missed the mark or pegged it right. -- The walkers are simply unstoppable. Season 3 of **AMC's** "The Walking Dead" remained the top cable program, leading the way through the delivery of 6.8m in the demo (more than the previous week's 6.23m). Meanwhile, sci-fi/adventure/fantasy movies dominated top VOD titles list for the week ending Nov 18. **Summit Entertainment's** *The Twilight Saga: Breaking Dawn - Part 1*, which has been missing in the top 10 list for a while, took #7. Check out the latest Nielsen rankers at our subscriber only site, **CableFAXDaily.com**

Marketing: Starz Entertainment is gearing up for the upcoming final season of "Spartacus: War of the Damned" with "Battle for Nuceria," a video-rich season-long companion transmedia featuring dedicated Website, hours of exclusive video content, a grand prize trip to Italy, and the first online opportunity to unlock the premiere ep before it airs Jan 25. Also included: 16 "missions" for fans to play against each other.

On the Circuit: WICT partnered with **Stanford Graduate School of Business** to launch the WICT Senior Executive Summit March 10-14 at Stanford's Knight Management Center in CA, replacing the previous senior summit sponsored by WICT. The program is open to select top execs.

CableFAX Daily Stockwatch

Company	11/29 Close	1-Day Ch	Company	11/29 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	49.36	0.20	CONVERGYS:	15.45	0.37
DISH:	35.78	1.15	CSG SYSTEMS:	18.55	0.29
DISNEY:	49.72	0.52	ECHOSTAR:	31.46	(0.45)
GE:	21.13	(0.01)	GOOGLE:	691.89	8.22
NEWS CORP:	25.28	0.33	HARMONIC:	4.63	0.05
MSOS					
CABLEVISION:	13.81	(0.05)	INTEL:	19.53	(0.56)
CHARTER:	71.31	1.02	JDSU:	12.01	0.10
COMCAST:	36.86	0.20	LEVEL 3:	18.81	0.47
COMCAST SPCL:	35.70	0.09	MICROSOFT:	26.95	(0.41)
GCI:	8.52	0.45	RENTRAK:	18.99	0.64
LIBERTY GLOBAL:	57.08	(0.27)	SEACHANGE:	9.30	0.16
LIBERTY INT:	19.21	(0.09)	SONY:	9.90	0.11
SHAW COMM:	21.75	0.26	SPRINT NEXTEL:	5.72	0.02
TIME WARNER CABLE:	94.13	1.47	TIVO:	11.54	0.69
VIRGIN MEDIA:	34.51	0.47	UNIVERSAL ELEC:	17.36	0.37
WASH POST:	356.43	3.38	VONAGE:	2.40	0.08
PROGRAMMING					
AMC NETWORKS:	51.46	0.35	YAHOO:	18.87	(0.04)
CBS:	35.50	0.19	TELCOS		
CROWN:	1.80	0.02	AT&T:	33.93	0.31
DISCOVERY:	59.56	0.59	VERIZON:	44.01	0.45
GRUPO TELEVISA:	23.92	0.35	MARKET INDICES		
HSN:	52.79	0.29	DOW:	13021.82	36.71
INTERACTIVE CORP:	45.89	1.74	NASDAQ:	3012.03	20.25
LIONSGATE:	16.86	0.26	S&P 500:	1415.95	6.02
LODGENET:	0.20	(0.01)			
OUTDOOR:	7.47	0.07			
SCRIPPS INT:	59.22	(0.5)			
TIME WARNER:	47.04	0.05			
VALUEVISION:	1.87	0.04			
VIACOM:	51.86	0.40			
WWE:	8.08	UNCH			
TECHNOLOGY					
ADVANTAGE:	2.00	-0.00			
ALCATEL LUCENT:	1.13	UNCH			
AMDOCS:	33.27	0.26			
AMPHENOL:	62.00	0.44			
AOL:	37.66	0.70			
APPLE:	589.36	6.42			
ARRIS GROUP:	13.98	0.15			
AVID TECH:	6.58	0.20			
BLNDER TONGUE:	1.20	0.02			
BROADCOM:	32.44	0.28			
CISCO:	19.01	0.18			
CLEARWIRE:	2.21	(0.02)			
CONCURRENT:	5.20	0.06			

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PROGRAMMER'S PAGE


Comfort Food...

Sometimes a TV formula just works. And because TV success can be rare, you can rest assured that any such formula will remain alone in the sun for only a brief moment. One big trend... shows that aim to save failing or dysfunctional restaurants, and there's a reason: It's great reality drama. Why? Because these owners are essentially stressed-out small business owners drowning in a sea of incompetent staff, grumpy cooks and endless problems with suppliers, equipment, customers, you name it. What better than to send in a husky superhero like *Robert Irvine*, who can seemingly whip any restaurant into shape in 2 or 3 days on **Food Network's** "Restaurant: Impossible," or the even grouchier *Gordon Ramsey*, who pummels the weak with a good dose of profanity and ruthless barbs on **BBC America's** "Kitchen Nightmares" Let's face it: We like bullies with a heart—and that's essentially who these guys are. They berate. They shout. They get people to cry. And then, miraculously they seem to fix everything as the people they had been chewing out the day before offer to name kids after them. It's tough love on steroids. Another variation: "Undercover" shows that expose horrible restaurant staff. On Food's "Restaurant Stakeout," gruff tell-it-like-it-is-er *Willie Degel* forces owners to watch a bank of monitors as their workers run wild. He often sends in operatives to further trip them up. Food's similar "Mystery Diners" also involves spying on staff but focuses more on the undercover work than the antics of someone like Degel in the control room. In the end, these shows work because they get us emotionally invested in characters. The owner is the protagonist. The bad staff or manager is the redeemable villain. And the "fixer" is the tough-love Angel. Do these shows overstate the scale of these turnarounds for dramatic effect? Probably. But this isn't business school. It's just good TV. *MG*

Reviews: "Final Cut," premiere, Wed, 9p, **Investigation Discovery**. The net's newest series eyes deadly crime in Hollywood, providing interesting stories, complete with useful interviews. The pilot examines the cases of two, young, blonde models, *Linda Sobek* and *Kimberly Pandelios*, who disappeared en route to photo shoots. Their bodies were found within miles of each other, although Pandelios was killed 3 years before Sobek. Police must determine if the confessed killer of Sobek also murdered Pandelios. -- "Boardwalk Empire," season 3 finale, Sun, 9pm, **HBO**. For disciples of "The Sopranos" who still feel deprived that they never got the killing spree during the final season of that series, this week's "Boardwalk" will be a boon. It's loaded with so much theatrical plasma we'd expect the cast of "True Blood" to come by for dinner. Fortunately, there's more than violence, ending the series' strongest season in fine form. -- "Regular Show: The Christmas Special," Mon, 8p, **Cartoon**. Although too violent to recommend for youngsters—Santa (the voice of *Ed Asner*) dons a bullet-proof vest over six-pack abs—it's clear why this whacky series is an Emmy winner. Better for kids: "The Amazing World of Gumball" (Tues, 7p, **Cartoon**). -- "Be The Boss," premiere, Sun, 10p, **A&E**. "Undercover Boss" creators let franchise bosses judge store employees vying for their own store. - *Seth Arenstein*

Basic Cable Rankings (11/19/12-11/25/12)			
Mon-Sun Prime			
1	ESPN	2.3	2290
2	USA	1.9	1905
3	DSNY	1.6	1596
4	HALL	1.4	1179
5	HIST	1.3	1312
5	AMC	1.3	1094
7	TBSC	1.2	1244
8	FOXN	1.1	1115
8	FAM	1.1	1100
8	LIFE	1.1	1074
11	DISC	1.0	1026
11	TNT	1.0	1014
11	A&E	1.0	1001
11	FX	1.0	986
15	ADSM	0.9	865
16	HGTV	0.8	812
16	NAN	0.8	758
16	BET	0.8	743
16	DSE	0.8	63
20	FOOD	0.7	715
20	SYFY	0.7	713
20	TLC	0.7	656
20	SPK	0.7	648
20	TRU	0.7	638
20	ID	0.7	534
26	CMDY	0.6	637
26	MSNB	0.6	598
26	BRAV	0.6	575
26	TVLD	0.6	550
26	LMN	0.6	481
31	APL	0.5	494
31	MTV	0.5	488
31	NKJR	0.5	357
34	VH1	0.4	409
34	CNN	0.4	383
34	NGC	0.4	378
34	ESP2	0.4	359
34	DXD	0.4	318
34	SCI	0.4	286
34	H2	0.4	241
41	TRAV	0.3	320
41	EN	0.3	300
41	OWN	0.3	254
41	GSN	0.3	236
41	OXYG	0.3	232
41	BIO	0.3	197

*Nielsen data supplied by ABC/Disney



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