

CableFAX Daily™

Monday — December 12, 2011

What the Industry Reads First

Volume 22 / No. 238

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Trial by Fire: Programmers Working to Engage Millennials

Amidst all the speculation on how to win back the cord-cutters, cord-shavers and cord never-getters, it's the last lot that's proved stubbornly elusive for cable programmers. So what does it take to win over millennial minds? Online fashion retailer **Karmaloop**, which is launching its own net next year (**KarmaloopTV**) targeting a culturally diverse, urban-dwelling younger demo, tackled that question with an online/social media campaign "Reclaim Your TV." The results: Thousands of tweets and uploaded videos pointed to—among other things—a lack of self-representation (culturally and ethnically) on TV, the need for smart, creative, authentic programming, and a lack of international news sources. Millennials aren't an easy group to define or target, said Karmaloop CEO *Greg Silkoe*. "It's really a group that's based on ideas and shared values. They're snacking on different shows. They might be watching 'How to Make it in America,' 'Entourage' and 'Boardwalk Empire.' Or 'Tosh 2.0' and 'Attack of the Show.'" Speaking of **G4**, the testosterone-heavy net has exhibited steady linear growth over the past few years, the result of expanding its focus from video game culture to live event coverage and technology. Year to date, the net's on pace for a record ratings year with its highest evening performance among men 18-49 and 18-34. The latter demo, said G4 CEO *Neal Tiles*, is interested in the "pure protein of television," such as breaking news and exclusive content, because "it gives them currency in their conversations, their dialogue with friends." But retaining the group's attention is an uphill battle. "The fallacy of conventional wisdom with them is that they are hard to reach," said Tiles. A more accurate assessment, he said, is that they're difficult to engage. Live coverage of tech, gaming and comic conventions like **E3** and **Comic-Con**, which many guys wouldn't otherwise have access to, has worked for G4. However elusive the secret sauce, one network seems to have found a prize-winning recipe for scripted dramas—at least for the young female set. **ABC Family** had its 5th consecutive summer delivery record in total viewers among 18-34s, 18-49s and women 18-49. It also marked the 6th consecutive increase among women 18-34 set and 8th among females 12-34. Beyond being good at casting the right actors for this age group, their scripted success can be attributed to "authentic storytelling" around characters "struggling with the reality of emotional situations, rather than glossing them over," said evp, original programming *Kate Jeurgens*. For ABC Family, confronting issues that involve multiple generations

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CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC • www.cablefaxdaily.com • fax:301.738.8453 • Editor-in-Chief: Amy Maclean, 301.354.1760, amaclean@accessintel.com • Exec Editor: Michael Grebb, 818.945.5309, mgrebb@accessintel.com • Assoc Editor: Chad Heiges, 301.354.1828, cheiges@accessintel.com • Community Editor: Kaylee Hultgren, 212.621.4200, khultgren@accessintel.com • Contributor: Seth Arenstein • Publisher: Debbie Vodenos, 301.354.1695, dvodenos@accessintel.com • Assoc Publisher: Amy Abbey, 301.354.1629, aabbey@accessintel.com • Marketing Dir: Barbara Bauer, 301.354.1796, bbauer@accessintel.com • Prod: Joann Fato, 301.354.1681, cdaily@accessintel.com • Diane Schwartz/VP and Group Publisher • Subs/Client Services: 301.354.2101, fax 301.309.3847 • Group Subs: Barbara Bauer, 301.354.1796, bbauer@accessintel.com

within a family has worked. "Not only do we get the younger millennials but we get their moms. And then we get the 35-49 women, who also want to see themselves represented," said Jeurgens. **[For more to go CableFax.com].**

CA Dreamin': More waves have washed up in recent days to change the complexion of the CA RSN scene. According to an amalgam of reports, a DE bankruptcy court judge ruled Thurs that the **L.A. Dodgers** can begin its sale of TV rights over objections from **Fox Sports**, which owns the current rights through '13. While Fox plans to appeal the decision, the judge said Fox has an exclusive negotiating window with the team until Jan 14, after which bidders can step in. **Time Warner Cable** is interested and will likely play ball, as a contract with the Dodgers would fit nicely with its new **L.A. Lakers**-focused RSN set to launch next year. Former **Fox Cable** exec **Bob Thompson** testified on Fox's behalf, saying Fox's **Prime Ticket**, which is expected to earn approx \$70mln for the current fiscal year, will struggle mightily without Dodgers games. The net is also slated to lose **USC** and **UCLA** coverage due to cable's involvement with **Pac-12 Nets**. Meanwhile, the *LA Times* reported Fri that Fox Sports inked a 20-year rights deal with the **Anaheim Angels**, which just scored big by landing superstar **Albert Pujols**. Fox isn't standing pat in San Diego, either. The company is expected to announce a broadcast deal with the Padres in '12, a pact that will end **Cox's** multi-year run with the club. While TWC's no doubt champing at the bit to land the Dodgers rights, the MSO had to watch as the **NBA** vetoed a trade late Thurs that would have brought premier point guard **Chris Paul** to the Lakers to team with **Kobe Bryant** and made for a dynamic on-court product.

In the States: **DirecTV** is teaming with TX electricity provider **Bounce Energy** for promotional discounts. Customers who sign up for DTV through Bounce will receive \$10 off their monthly electric bill and \$5 off their monthly DTV bill, plus 9 months of **Showtime** and 3 months of **HBO**, **Starz** and **Cinemax** for free. -- **Bounce TV** inked broadcast deals with WTXL in Tallahassee and WFXL in Albany, GA, bringing its penetration to 72% of African-American homes. Also, the net acquired the TV rights to all 113 eps of "Fat Albert and the Cosby Kids."

Earnings: **SeaChange** shares soared 13.04% Fri on increases in rev and net income for its fiscal 3Q. The company's currently committed to its software business, which grew rev 13% in the quarter on higher VOD software sales and a "significant home gateway licensing transaction with a large domestic service provider." SeaChange has added 13 multi-screen customer commitments this FY, including 6 during the latest period.

Most Powerful Women: It was all about choices as some of cable's most powerful women (and those who love them) gathered in NYC for an inspirational breakfast to honor **CableFAX's** annual power list of female cable execs. The highlight was keynote speaker and **Fox Business Network** anchor **Liz Claman**, who urged the audience to take risks and trust their instincts when faced with career crossroads. She said sometimes opportunities come in "unrecognizable packages," recounting her own moment of truth when offered the chance to leave a comfortable job at **CNBC** to join startup Fox Business 4 years ago. She said it has turned out to be the best 4 years of her career. Meanwhile, a panel of powerful women—**Bright House Networks' Nomi Bergman**, **Time Warner Cable's Joan Gillman**, **Communication Matters' Carol Vernon** and **Mediacom's Italia Commisso-Weinand**—dived into the finer points of "work-life balance," which several said doesn't really exist because it comes down to trade-offs and choices (as well as dedicated nannies and supportive husbands). "If we want to aspire to be happy, it's not about balance," said Bergman, but rather evaluating the moment and determining what's most important. Commisso-Weinand added that it's the "roots you plant" and the relationships you build that carry you through. One poignant moment was Gillman's story about calling from a delayed flight on the tarmac to tell her daughter she wouldn't make it home in time to see her—and the guilt she felt as her daughter struggled to understand why her mom has to travel so much. One choice that seemed universally beloved by the female-heavy crowd was an appearance by "So You Think You Can Dance" star **Alex Wong**, who performed a dance number with fellow dancer **Ellenore Scott** courtesy of **Ovation**. And yeah, few seemed to mind that he was shirtless.

Programming: AMC picked up the rights to "CSI: Miami," which hits the net Jan 2. The deal includes the show's 1st 10 seasons and the next 2 if produced. -- HBO Doc Films' "Paradise Lost 3: Purgatory" (Jan 12) chronicles the story of The West Memphis 3 from their murder convictions in 1993 to their release from prison this year.

People: **Susan Shipsky** was named vp, prod for **Turner's Animation, Young Adults and Kids Media's Creative Group**. -- **Comcast Cable** tapped **Raul Valentin** as vp, talent acquisition.

CableFAX Week in Review

Company	Ticker	12/09 Close	1-Week % Chg	YTD %Chg
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BROADCASTERS/DBS/MMDS

DIRECTV:	DTV	46.06	(1.62%)	15.35%
DISH:	DISH	25.83	(1.45%)	31.38%
DISNEY:	DIS	36.56	(0.14%)	(2.53%)
GE:	GE	16.84	4.66%	(5.97%)
NEWS CORP:	NWS	17.96	(0.22%)	9.38%

MSOS

CABLEVISION:	CVC	14.23	0.07%	(57.95%)
CHARTER:	CHTR	52.94	(0.26%)	35.95%
COMCAST:	CMCSA	22.68	(2.91%)	3.23%
COMCAST SPCL:	CMCSK	22.54	(2.8%)	8.31%
GCI:	GNCMA	10.16	1.20%	(19.75%)
KNOLOGY:	KNOL	14.28	0.07%	(8.64%)
LIBERTY GLOBAL:	LBTYA	39.76	(1.54%)	12.38%
LIBERTY INT:	LINTA	16.01	0.88%	1.52%
SHAW COMM:	SJR	19.91	(0.9%)	(6.88%)
TIME WARNER CABLE:	TWC	62.47	(2.08%)	(5.39%)
VIRGIN MEDIA:	VMED	21.23	(5.35%)	(22.06%)
WASH POST:	WPO	345.00	(5.92%)	(21.5%)

PROGRAMMING

AMC NETWORKS:	AMCX	36.25	4.59%	(9.03%)
CBS:	CBS	26.64	4.23%	39.84%
CROWN:	CRWN	1.37	(6.16%)	(47.71%)
DISCOVERY:	DISCA	41.91	1.01%	0.50%
GRUPO TELEvisa:	TV	21.06	11.02%	(18.78%)
HSN:	HSNI	37.76	3.85%	23.20%
INTERACTIVE CORP:	IACI	41.78	(1.58%)	45.57%
LIONSGATE:	LGF	8.62	2.50%	32.41%
LODGENET:	LNET	2.55	12.33%	(40%)
NEW FRONTIER:	NOOF	1.11	0.00%	(41.27%)
OUTDOOR:	OUTD	7.42	8.16%	3.49%
SCRIPPS INT:	SNL	42.21	4.74%	(18.43%)
TIME WARNER:	TWX	34.60	0.55%	7.55%
VALUEVISION:	VVTV	2.12	2.42%	(65.3%)
VIACOM:	VIA	49.06	(4.07%)	6.98%
WWE:	WWE	10.47	5.97%	(26.47%)

TECHNOLOGY

ADVANTAGE:	AEY	2.02	0.00%	(35.67%)
ALCATEL LUCENT:	ALU	1.71	2.40%	(42.23%)
AMDOCS:	DOX	28.01	(1.58%)	1.97%
AMPHENOL:	APH	44.97	(0.22%)	(14.8%)
AOL:	AOL	13.98	(3.39%)	(41.04%)
APPLE:	AAPL	393.62	1.01%	22.03%
ARRIS GROUP:	ARRS	10.54	(0.38%)	(6.06%)
AVID TECH:	AVID	7.69	1.18%	(55.96%)
BLNDER TONGUE:	BDR	1.20	(49.37%)	(42.86%)
BROADCOM:	BRCM	30.29	1.00%	(30.45%)
CISCO:	CSCO	18.88	1.78%	(6.67%)
CLEARWIRE:	CLWR	2.15	0.23%	(58.35%)
CONCURRENT:	CCUR	3.41	0.29%	(32.61%)
CONVERGYS:	CVG	12.65	0.40%	(3.95%)
CSG SYSTEMS:	CSGS	15.09	0.67%	(20.33%)
ECHOSTAR:	SATS	22.98	(0.39%)	(7.97%)
GOOGLE:	GOOG	627.42	1.14%	5.63%
HARMONIC:	HLIT	5.30	(0.19%)	(38.16%)

Company	Ticker	12/09 Close	1-Week % Chg	YTD %Chg
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INTEL:	INTC	25.01	1.50%	18.93%
JDSU:	JDSU	10.80	(1.73%)	(25.41%)
LEVEL 3:	LVL	18.39	(10.07%)	1776.53%
MICROSOFT:	MSFT	25.70	5.03%	(7.92%)
MOTOROLA MOBILITY:	MMI	38.87	0.23%	33.57%
RENTAK:	RENT	14.78	3.79%	(50.99%)
SEACHANGE:	SEAC	7.89	5.91%	(7.72%)
SONY:	SNE	18.28	2.87%	(48.81%)
SPRINT NEXTEL:	S	2.47	(5%)	(41.61%)
THOMAS & BETTS:	TNB	53.39	2.65%	10.54%
TIVO:	TIVO	9.75	3.94%	12.98%
UNIVERSAL ELEC:	UEIC	16.31	(2.1%)	(42.51%)
VONAGE:	VG	2.45	(5.04%)	9.38%
YAHOO:	YHOO	15.94	(0.69%)	(4.15%)

TELCOS

AT&T:	T	29.03	0.24%	(1.19%)
VERIZON:	VZ	38.43	8.71%	7.41%

MARKET INDICES

DOW:	DJI	12184.26	1.37%	5.24%
NASDAQ:	IXIC	2646.85	0.76%	(0.23%)
S&P 500:	GSPC	1255.19	0.88%	(0.19%)

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	2.55	12.33%
2. GRUPO TELEvisa:	21.06	11.02%
3. VERIZON:	38.43	8.71%
4. OUTDOOR:	7.42	8.16%
5. WWE:	10.47	5.97%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.20	(49.37%)
2. LEVEL 3:	18.39	(10.07%)
3. CROWN:	1.37	(6.16%)
4. WASH POST:	345.00	(5.92%)
5. VIRGIN MEDIA:	21.23	(5.35%)

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