

# CableFAX Daily™

Wednesday — December 15, 2010

What the Industry Reads First

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## Bounty for Viewers: Acclaimed Content Available Across Myriad Nets

HBO led all broadcast and cable nets with 12 **Golden Globe** nominations Tues as the premium channel continues to churn out acclaimed programming. But demanding notice is the growing number of nominated programs from both basic and other premium cable nets and the resurgent broadcasters—so many, in fact, that HBO's 12 noms mark a substantially 4-year low. By contrast, after sharp drop offs from '07-'08, basic cable has rebounded in Globe noms the past 3 years (9, 11, 12) as broadcasters have done likewise (18, 18, 26). And while **Showtime** has remained admirably consistent since '07 (6, 8, 6, 8)—and this year led all TV channels in original series noms—enter **Starz** into the equation this year after the net garnered 3 noms for "Pillars of the Earth" following 3 straight years of goose eggs. Leading the basic cable charge, meanwhile, is **AMC**. While enjoying the continuing awards circuit success of "Mad Men" (3 noms) and "Breaking Bad" (1), the net struck gold once again with "The Walking Dead," which earned a Best Drama nod after, well... killing with viewers during its initial season. AMC gm *Charlie Collier* said much like with "Mad" and "Bad," the net's goal of bringing talented people and their "passion projects" into the AMC fold has been a key to the success of "Dead." Plus, "we look to collaborate with the talent in a way that brings to the screen the project we fell in love with at the pitch," he said. Collier said more cable and broadcast nets are realizing and nurturing the power of good storytelling. On the broadcast side, the biggest programming turnaround has taken place at **CBS**, which received 6 Globe noms this year after posting that same number during the prior 3 seasons combined. "The Good Wife" (3) has proven CBS' recent ace-in-the-hole. **Fox's** "Glee" led all programs with 5 noms, followed by 8 programs with 3 each including HBO's "Boardwalk Empire" and "Temple Grandin" and Showtime's "Dexter" and "Nurse Jackie." Quite remarkably, HBO content has won more than half of the 33 Golden Globe Awards doled out for TV over the past 3 years. But the competition is intensifying, so stay tuned.

**TWC Shakeup:** Time Warner Cable announced the departure of COO *Landel Hobbs* and named CFO *Rob Marcus* to replace him as pres/COO effective immediately. When asked about the change, a spokesperson said TWC's board "made the decision that [Marcus] is the right person to lead our operations at this time." Like many MSOs, TWC has suffered basic sub losses in recent months, but **S&P** is "nonetheless surprised by Hobb's seemingly abrupt exit after several key accomplishments over a 5-year tenure." In a release, Time Warner Cable chmn/CEO *Glenn Britt* said Marcus "will no doubt lead

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the company to further success at a time of great opportunities and challenges in the communications marketplace.” He added that Hobbs’ leadership in operations and marketing has helped Time Warner Cable grow and evolve in the face of increased competition and technological change.” Marcus will continue as CFO until a successor to the post is named.

**Competition:** FiOS TV added **Anime Network** to its VOD lineup for \$6.99/month. The net offers at least 45 original programming hours/month. -- **DirecTV** has agreed to pay more than \$13m to settle a lawsuit comprised of 48 states charging the DBS op misled customers about contracts and pricing. The company said it has finalized agreements with state Attorneys General in all 50 states regarding its advertising, customer service, and third-party retailer policies for its U.S.-based residential operations. -- **NAB’s** new on-air campaign promoting the future of broadcast TV features a 30-second TV/radio spot touting that future as “HD, 3D, mobile TV—technology, not regulation from Washington, D.C.” Launching Jan 4 when available to TV and radio stations, the ads will direct viewers/listeners to **TheFutureofTV.org**.

**In the States:** **Charter** this month expands its **Ultra60** broadband service offering download speeds up to 60Mbps. It rolled out in 2 GA markets and 1 NE market earlier, and will hit several markets in WI, MI and SC over the next couple of weeks.

**Research:** As the amount of time people spend on the Web has increased 121% over the past 5 years, Americans now spend as much time online as they do watching TV, according to **Forrester Research**. While people under 30 have spent more time with the Internet than TV for several years, the firm said ’10 marks the 1st year in which older demos are doing the same. One-third of adults surveyed this year said they use the Internet to watch video, up from 18% in ’07. [Visit **CableFAXDaily.com** for more sub-exclusive info].

**VOD:** **Time Warner Cable’s** sweeping carriage deal with Disney forged in Sept continues to bear fruit, this time through the MSO’s launch of **Disney Channel on Demand** and **Disney Channel En Espanol On Demand**. Digital subs that receive the linear channels receive the on demand offerings at no extra charge.

**Programming:** **Fox Sports** renewed its exclusive media rights in the US and Caribbean to the **UEFA Champions League** through ’14-’15, and will feature coverage of the annual club soccer competition on properties including **Fox Soccer, Fox Sports Net, Fox Deportes** and **FX**. -- **BBC America** picked up exclusive basic cable rights to all 4 seasons of “The Tudors” from **CBS TV Distribution**, and will kick off the series with an all-day marathon of seasons 1 and 2 on Jan 16. -- Actor **Don Cheadle** agreed to star in and exec prod the pilot for **Showtime’s** “House of Lies,” a dark comedy based on **Martin Kihn’s** book “House of Lies: How Management Consultants Steal Your Watch and Tell You the Time.” -- **BET’s** set to celebrate its 30th anniversary with “BET 30: Moments and Movements” (Sun), a 2-hour special spotlighting the seminal moments in American culture that were shaped and created by African-American personalities.

**Stork Visit:** A new kind of cable bundle. A little CableFAXIE. Heir to the Mommy-in-Chief. We could go on and on (thankfully we won’t), but we offer a heartfelt congrats to our own Editor-in-Chief **Amy Maclean**, who at 12:16pm ET on Tues gave birth to **Evan Fitzroy Maclean**, a healthy 9lbs, 7oz boy. It’s the 2nd stork visit for Maclean and her husband John. We are already planning young Evan’s **CableFAX** apprenticeship, which should begin shortly after Maclean’s return from maternity leave in early Mar. Pics are posted at **www.cablefax.com/facebook**.

**On the Circuit:** **Cable in the Classroom** revamped www.ciconline.org to include updated “digital citizenship” tools

## The CableFAXIES awards

DEADLINE: JANUARY 21, 2011

ENTER AT: [www.CableFaxiesAwards.com](http://www.CableFaxiesAwards.com)

Entry Questions: Mary-Lou French at 301-354-1851; mfrench@accessintel.com

### Sponsorship Opportunities:

Debbie Vodenos, Publisher at 301-354-1695; dvodenos@accessintel.com  
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The CableFaxies Awards salute the year’s most outstanding communications initiatives and programs in the highly competitive and dynamic Cable arena. The coveted awards set the industry benchmark for excellence across all areas of PR and marketing.

The Winners of the CableFAXIES Awards are from networks, operators, PR firms, vendors, corporations, agencies and other entertainment companies who took chances, made tremendous strides and understand the power of PR and marketing in the cable industry. The winners and honorable mentions will be saluted during an awards event in April 2011 in New York City.

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and resources for Internet security and safety, effective educational programming and content that's made available to educators and broadband apps meant to engage children by combining the fast flow of education-rich content with interactive features for a multi-sensory learning experience.

**People:** **Bravo Media** upped *Andy Cohen* to evp, original programming and dev. -- *Annie Howell* was tapped as svp, comm and media relations, **Hallmark Channels**. -- **Nickelodeon** promoted *Dina Butelyn* to vp, animation prod, *Dean Hoff* to vp, CG prod and *Jason Stiff* to vp, post prod.

**Business/Finance:** **Cablevision** completed its acquisition of **Bresnan**, adding cable systems serving approx 297 basic subs in more than 629K homes passed in MT, WY, CO and UT. -- **Sanford Bernstein's Craig Moffett** upgraded **Comcast** to 'outperform' with a \$26 price target on a belief that "it is time for investors to start thinking of Comcast as the combined Comcast/**NBCU** entity, and on that basis it is attractive on valuation." Moffett also expects the MSO to become more aggressive in returning cash to shareholders after the deal closes, through both share repurchases and debt reduction. -- **Nomura** initiated coverage with 'buy' ratings **Time Warner Cable** (\$80 price target), **Comcast** (\$25) and **Cablevision** (\$40).

## CableFAX Daily Stockwatch

Company	12/14 Close	1-Day Ch	Company	12/14 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	40.25	0.08	AVID TECH:	17.57	(0.04)
DISH:	18.41	0.02	BIGBAND:	2.80	(0.02)
DISNEY:	37.24	0.11	BLNDER TONGUE:	2.12	(0.04)
GE:	17.69	0.07	BROADCOM:	44.98	(0.72)
NEWS CORP:	16.17	(0.01)	CISCO:	19.54	(0.04)
<b>MSOS</b>					
CABLEVISION:	34.70	0.11	CLEARWIRE:	5.70	(0.33)
CHARTER:	37.01	0.20	COMMSCOPE:	31.27	(0.03)
COMCAST:	21.99	0.67	CONCURRENT:	4.76	(0.02)
COMCAST SPCL:	20.70	0.56	CONVERGYS:	13.23	(0.12)
GCI:	12.62	0.24	CSG SYSTEMS:	19.19	(0.03)
KNOLOGY:	15.45	0.30	ECHOSTAR:	20.80	UNCH
LIBERTY CAPITAL:	61.45	(0.69)	GOOGLE:	594.91	0.29
LIBERTY GLOBAL:	36.34	(0.11)	HARMONIC:	7.41	(0.15)
LIBERTY INT:	15.81	0.05	INTEL:	21.47	(0.03)
MEDIACOM:	8.50	(0.01)	JDSU:	13.68	(0.17)
SHAW COMM:	20.62	0.09	LEVEL 3:	0.97	0.02
TIME WARNER CABLE:	64.94	0.31	MICROSOFT:	27.62	0.38
VIRGIN MEDIA:	26.47	(0.19)	MOTOROLA:	8.46	UNCH
WASH POST:	426.60	10.49	RENTRAK:	28.75	(0.09)
<b>PROGRAMMING</b>					
CBS:	17.89	0.09	SEACHANGE:	8.48	0.27
CROWN:	2.69	(0.02)	SONY:	35.63	(0.25)
DISCOVERY:	42.08	0.06	SPRINT NEXTEL:	4.38	0.01
GRUPO TELEVISA:	24.99	0.25	THOMAS & BETTS:	48.75	(0.02)
HSN:	29.43	(0.2)	TIVO:	8.12	(0.15)
INTERACTIVE CORP:	29.74	UNCH	TOLLGRADE:	8.42	(0.1)
LIBERTY:	38.54	(0.17)	UNIVERSAL ELEC:	29.40	0.04
LIBERTY STARZ:	68.34	0.14	VONAGE:	2.33	(0.01)
LIONSGATE:	6.64	(0.45)	YAHOO:	16.63	(0.07)
LODGENET:	3.89	UNCH	<b>TELCOS</b>		
NEW FRONTIER:	1.87	0.02	AT&T:	29.34	0.56
OUTDOOR:	7.06	0.03	QWEST:	7.57	0.14
PLAYBOY:	4.97	(0.04)	VERIZON:	34.67	0.56
SCRIPPS INT:	51.96	0.25	<b>MARKET INDICES</b>		
TIME WARNER:	31.47	(0.16)	DOW:	11476.54	47.98
VALUEVISION:	4.25	(0.14)	NASDAQ:	2627.72	2.81
VIACOM:	45.37	(0.23)	S&P 500:	1241.59	1.13
WWE:	14.45	0.17	<b>TECHNOLOGY</b>		
ADDVANTAGE: 3.07 (0.6)					
ALCATEL LUCENT: 3.07 (0.01)					
AMDOCS: 27.19 (0.12)					
AMPHENOL: 53.20 (0.1)					
AOL: 25.57 (0.16)					
APPLE: 320.29 (1.38)					
ARRIS GROUP: 10.70 (0.06)					

## CableFAX's Customer Experience Management Guidebook Lessons and Insights for the Cable Industry

CableFAX and The Cable Center collaborated to publish this 150-page guidebook on customer experience management for the cable industry. The guidebook includes case studies, tips and articles on understanding the foundations of customer experience management and gaining insight to use it to improve your business. You also will learn about the latest measurement strategies, research insights, personnel and compensation strategies, social media tactics and communications techniques for implementing customer experience management in your company.



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