

CableFAX Daily™

Tuesday — December 18, 2012

What the Industry Reads First

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Participant Media: New Cable Net to Focus on Millennials

Watch out **MTV**, a new cable net focusing on Millennials is coming in summer '13. **Participant Media** is combining its newly purchased **Documentary Channel** and the distribution assets of **Halogen** it agreed to acquire from **INSP** to launch a new network targeting 18-34s, the company announced Mon. *Evan Shapiro*, who joined Participant in May after serving as pres of **IFC** and **Sundance Channel**, will head the new network. No affil deals have been announced, but Shapiro said during an interview that "we are well represented in the MVPD community" including cable ops, telcos and satellite providers. The services, once combined and rebranded, will reach an estimated 40+ mln subs. Shapiro said the company will announce the name of the network in March. In terms of programming, Participant's looking at all genres, including comedy, drama and unscripted, according to Shapiro. "As long as it meets our mission," which is to tell stories that serve as catalysts for social change, and "taste of our audience..." The net will initially carry much acquired programming, Shapiro said, but "we will dedicate tremendous amount of resources to original programming." CEO *Jim Berk* added that the company plans to accelerate the funding for original content, and Shapiro said it will be specifically designed for viewers that the pay TV ecosystem is "most at risk of losing." The company picked the Documentary Channel and Halogen TV because the 2 nets offer "the best and most creative way to reach critical mass of distribution," he said. "We looked at the landscape of what's available, and these two have absolute complementary distribution." In addition, both channels touch on the content that Participant embraces—content that inspires social changes, according to Berk. "We want people to engage and empower... We know first-hand that this particular demo responds to high quality original content" that's not overly commercialized. He said Millennials demand content that's original, inspirational, provoking and entertaining. Meanwhile, Shapiro said "we can't be relevant with this demo" without integrated social media experience, meaning that "we will allow audiences to help create the channel." The net could compete directly with nets like **ABC Family** and **Viacom's MTVN**. The difference is nets like MTV are lifestyle brands built around the pop culture, Shapiro said. "We build around hearts and souls of our audiences... We recognize that this audience wants to make a difference... We will be

Late Deadline:
December 19, 2012



CableFAX's
Best of Web Awards
Social Media > Mobile > Beyond

Enter At: www.Cablefax.com/BOW12

CableFAX's *Best of the Web Awards* is the industry's top honor in the digital space, recognizing outstanding websites and digital initiatives among cable programmers, operators, industry partners. The CableFAX Best of the Web Awards will also salute the cable executives behind the scenes who make these digital initiatives shine.

Questions: Mary-Lou French at 301-354-1851; mfrench@accessintel.com Sponsorships: Amy Abbey at 301-354-1629; aabbey@accessintel.com

21256

Late Deadline: December 19, 2012 • Enter Online: www.CableFAX.com/BOW12 • Event: Spring 2013

Enter as many categories as you like, but please tailor your entry to the category you are entering.

Campaign Categories:

- Ad/Series of Ads
- App (for Smartphone)
- App (for Tablet)
- Authenticated Content Marketing Campaign
- Best Visual Design
- Best Website Navigation
- Blog or Series of Blogs
- Contest/Online Games
- Digital Agency of the Year
- Digital Marketing Campaign
- Digital PR Campaign
- Editorial Excellence
- Facebook Campaign
- Mobile Marketing Campaign

- Online Community
- Online Newsroom
- Online Store/Merchandizing
- Original Content
- Podcast or Videocast
- Social Good Campaign
- Social Media Campaign
- Social Media Dream Team
- Supplemental Web Content
- Use of Facebook
- Use of Pinterest
- Use of Twitter
- Use of Video/Moving Image
- Web Site Design
- Web Site Redesign

People Awards

- Blogger
- Tweeter
- Online Community Facilitator
- Community Editor
- Digital Hot List
- Web Content Director
- Other (please enter an executive who is successfully leading your organization's digital initiatives)

- Cable Operator
- Official Show Website
- Regional/Local Programmers
- Technology Partners

TV Everywhere Awards

- Best Content Marketing/PR
- Best Portal Site (Distributor)
- Best Portal Site (Programmer)
- Best TV Everywhere/Authentication App (Operator)
- Best TV Everywhere/Authentication App (Programmer)
- Best TV Everywhere Technology (Vendor)

Best Overall Websites

- Cable Network - Small and Mid-Size (Fewer than 50mln subs)
- Cable Network - Large (More than 50mln subs)

Category definitions, FAQs, a list of last year's winners, and to enter online at www.CableFAX.com/BOW12

Compiling Your Entry (Visit www.CableFAX.com/BOW12 for full details)

What to Send

At the beginning of your 2–3 page synopsis, include the following information for all categories:

- Category entered • Title of entry • Key contact for entry • Organization submitting entry

Supporting Materials

- URL/Web address(es) • Clippings • Photographs • Magazines • E-letters • Newsletters • Testimonials • Print-outs of Web Pages

How To Enter: Use this form or visit www.CableFAX.com/BOW11 for additional category information and to enter online.

Mary Lou French
CableFAX's Best of the Web Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Fl
Rockville, MD 20850

Deadline: December 12, 2012
Late Deadline: December 19, 2012
Event: Spring 2013

Entry From (All information required)

Title of Entry/Name of Entrant (as you'd like it to appear on your award if selected): _____

Company and/or Client: _____

Contact Name of person submitting entry Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone of Contact: _____ Fax of Contact: _____

Email Address (Required): _____

Entry Fees

- Primary entry: \$300 each \$300 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$199 each \$199 each \$ _____
 - Late entry fee: \$199 per entry \$199 each \$ _____
- (for entries sent between Dec. 13, 2012 and Dec. 19, 2012)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after Dec. 12, 2012.
* Payment in full must accompany the entry.
** If entering more than one category, please submit separate entry forms.

Payment Options

- Check (payable to Access Intelligence/CableFAX) Money Order
- Mastercard Visa Discover American Express

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

Entry fees are not refundable.
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The awards are presented by the most trusted information source in cable: CableFAX Daily and sister brand CableFAX: The Magazine.

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the ones that help them change the world.” The approach is building a sense of community, he said. *Becky Henderson*, founder and gm of Halogen TV, will continue to play a role at INSP.

Retrans: DISH's retrans contract with **Schurz Communications** is set to expire at midnight Dec 21. If the 2 fail to reach an agreement, subs in 6 cities could lose programming. Affected areas include Anchorage, AL; Springfield, MO; Roanoke, VA; South Bend, IN; August, GA; and Wichita, KS.

M&A: It's official. **Sprint Nextel** and **Clearwire**, once a jv between the telco, **Comcast**, **Time Warner Cable**, **Bright House Networks**, **Google** and **Intel**, entered into an agreement Mon in which Sprint will acquire the 50% stake in Clearwire it doesn't currently own for \$2.97 a share. That equals to a total payment to Clearwire shareholders of \$2.2bln. The transaction results in a total Clearwire value of around \$10bln, including debt and spectrum lease obligations of \$5.5bln. Sprint gained a majority stake earlier this year, and as it worked to increase its stake, its cable partners have been dropping out. Time Warner Cable sold its 7.8% stake in Aug, followed by Comcast converting its Class B stake to Class A common shares, a move that many observers say signals a sale.

TVE: AT&T launched **Starz Entertainment's** Starz Play, **Encore Play** and **MoviePlex Play** for its U-Verse subs of the premium channels and services. Starz Play, Encore Play and MoviePlex Play are available via free apps for iPhone, iPad, and iPod touch as well as online at starzplay.com, encoreplay.com and movieplexplay.com, respectively. **Cox** was the 1st affil to launch Starz Play and Encore Play.

At the Portal: In a filing, **ACA** has urged the **FCC** to reform its program access rules so that program buying groups like **NCTC** could seek relief under the statutory protections that remain following the recent expiration of the program access exclusivity ban. “ACA commends the FCC for recognizing the valuable role played by buying groups and urges it to adopt key reforms to ensure small and medium-sized multichannel video programming distributors (MVPDs) who license programming through buying groups receive the full benefit of the protections intended by Congress,” ACA pres/ceo *Matt Polka* said.

Cox Outage: A failure within **Cox's** email storage platform that supports residential email service caused an outage starting Fri. Subs in Midwest and East Coast service areas were unable to access their email. Cox restored 55% of the service by 11pm Sun. By 6:30am Mon, all service was restored, a Cox spokeswoman said. Emails received since Fri were queued and are gradually being delivered. Cox continued to monitor the situation, and the following information was included in Cox messaging to subs: “We deeply regret the impact this outage has had on our customers and truly appreciate their patience as all Cox resources continue to be focused on this restoration effort.”

TV Merchandize: **Nick** is partnering with NYC-based watch/accessories brand **FLÜD** to create a series of limited-edition T-shirts and watches inspired by “Teenage Mutant Ninja Turtles.” All pieces from this collection are available now via FLÜD's online shop and finer boutiques nationwide.

Marketing: **Time Warner Cable** launched “Did You Know,” a new campaign aimed at raising customer awareness of the products, features and customer care initiatives already included in their Time Warner Cable service. A total of 7 TV spots will be introduced by year-end, focusing on multiple customer benefits.

Upgrade: **Time Warner Cable** launched **FEARnet** in HD across the majority of its systems in Southern CA. FEARnet is carried in the op's Movie Pass package.

Cloud TV: **Pac-12 Enterprises**, the conference's new content and multiplatform media firm, tapped **SnappyTV** to enable Pac-12 Digital platforms with content sharing features of Pac-12 video content via a cloud-based editing and publishing platform. The service makes it easy for Pac-12 Digital editors cut and edit clips from live TV and web streams of its sports programming, including on-demand games and event highlights. SnappyTV's customers include major cable ops and nets.

Programming: **HBO** tapped director *Martin Scorsese* to produce a documentary about former *President Bill Clinton*, exploring the 42nd President's perspectives on history, politics, culture and the world. -- **Syfy** acquired the exclusive US broadcast rights to the “Dr. Who” spinoff “K9,” which will premiere with a full se-

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ries marathon on Christmas Day. -- On Jan 29 at 10pm, **A&E** will premiere "Southie Rules" featuring native South Boston family battling with gentrification of their neighborhood. -- In Feb, **Turner Classic Movies** will air "Oscar by Studio," a slate of more than 350 movies grouped according to the studios that produced or released them. As always, every movie aired is an Academy Award nominee or winner. -- **Sundance Channel** will debut its mini series "Top of the Lake" March 18. -- **History** will premiere its 5-part docu-drama "The Bible" on March 3.

Editor's Note: Do you have digital executives who can leap tall buildings in a single bound? Or digital team efforts worth touting? How about Web designers, digital marketers, Web content gurus, social media mavens and other techies who can get their geek on at a moment's notice? These are the people and campaigns you should be entering for consideration in this year's **Digital Hot List** and **Best of the Web** awards. And with the Wed (Dec 19) deadline approaching for nominations, you're running out of time! More info here: <http://www.cablefax.com/cfp/bow12/#.UM-f-axKDpg>

People: Time Warner Cable named *Kevin Leddy* evp, corporate strategy.

CableFAX Daily Stockwatch

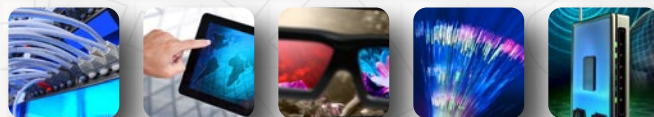
Company	12/17 Close	1-Day Ch	Company	12/17 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	50.55	0.73	CONVERGYS:	16.43	0.17
DISH:	36.23	(0.06)	CSG SYSTEMS:	18.31	0.45
DISNEY:	49.28	0.61	ECHOSTAR:	33.67	0.10
GE:	21.93	0.31	GOOGLE:	720.78	18.82
NEWS CORP:	25.75	0.58	HARMONIC:	4.92	0.11
MSOS					
CABLEVISION:	14.89	0.43	INTEL:	20.57	0.04
CHARTER:	70.78	2.10	JDSU:	12.62	0.04
COMCAST:	37.53	0.99	LEVEL 3:	21.71	0.31
COMCAST SPCL:	36.24	0.88	MICROSOFT:	27.09	0.28
GCI:	9.37	0.78	RENTRAK:	20.23	0.70
LIBERTY GLOBAL:	61.63	1.32	SEACHANGE:	9.87	0.23
LIBERTY INT:	19.34	0.22	SONY:	11.00	0.04
SHAW COMM:	22.72	0.32	SPRINT NEXTEL:	5.56	0.01
TIME WARNER CABLE:	95.93	1.86	TIVO:	12.75	0.06
VIRGIN MEDIA:	36.20	0.13	UNIVERSAL ELEC:	18.11	1.04
WASH POST:	368.61	3.58	VONAGE:	2.40	UNCH
PROGRAMMING					
AMC NETWORKS:	51.09	0.40	YAHOO:	19.69	0.05
CBS:	35.73	0.90	TELCOS		
CROWN:	1.86	0.08	AT&T:	34.23	0.22
DISCOVERY:	62.21	1.39	VERIZON:	44.12	(0.09)
GRUPO TELEVISA:	25.58	0.17	MARKET INDICES		
HSN:	54.30	0.97	DOW:	13235.38	100.38
INTERACTIVE CORP:	45.98	0.83	NASDAQ:	3010.60	39.27
LIONSGATE:	15.68	0.19	S&P 500:	1430.36	16.78
LODGENET:	0.09	(0.05)			
OUTDOOR:	7.45	0.03			
SCRIPPS INT:	58.55	0.51			
TIME WARNER:	47.94	1.17			
VALUEVISION:	1.71	0.06			
VIACOM:	53.99	0.31			
WWE:	8.08	0.05			
TECHNOLOGY					
ADVANTAGE:	2.02	(0.03)			
ALCATEL LUCENT:	1.32	0.08			
AMDOCS:	34.40	0.85			
AMPHENOL:	63.76	1.22			
AOL:	30.94	0.47			
APPLE:	518.83	9.04			
ARRIS GROUP:	14.25	0.09			
AVID TECH:	7.30	(0.12)			
BLNDER TONGUE:	1.10	0.03			
BROADCOM:	32.50	0.44			
CISCO:	20.11	0.25			
CLEARWIRE:	2.91	(0.46)			
CONCURRENT:	6.20	0.66			

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