

CableFAX Daily™

Wednesday — December 26, 2012

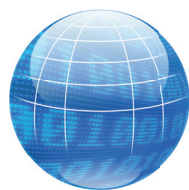
What the Industry Reads First

Volume 23 / No. 247

2012 Ratings: Little Has Changed

With **USA** staying on top and other nets almost staying the same as last year, basic cable ratings for '12 in prime nearly mirrored '11. For the 7th straight year, USA's the most-watched ad-supported cable net among total viewers. It's also #1 in P25-54 for the 7th year in a row. With popular series like "Modern Family" coming in fall '13, USA expects to maintain its lead next year, *Ted Linhart*, svp, research, said in an interview. He credited this year's ratings win to the combination of original series, acquired series and the **WWE**. "There are more similarities than differences" when comparing this year's rating with last year's, he said. Specifically, crime series like "Burn Notice," "Covert Affairs" and "White Collar" and acquired series like "NCIS" had a strong run this year, he noted. When it comes to cable programming trends this year, Linhart said "some shows that are particularly graphic do well," citing **AMC's** "Walking Dead." Additionally, certain big reality shows have fallen down a lot. TVE has become big this year. However, measurement isn't keeping up with technology, Linhart said. Just like last year, **Disney** and **ESPN** took the #2 and #3 spots in prime total viewers. The exceptions in the ratings pyramid this year are **History**, which moved up to #4 from #5, and **TNT**, moving to #5 from #4. Scoring its best year ever, History is set to finish the year as the #1 non-fiction entertainment net in key demos. Its 1st scripted miniseries, "Hatfields & McCoys," hit record ratings during the premiere week. TNT has 5 shows—"The Closer," "Rizzoli & Isles," "Major Crimes," "Perception" and "Dallas"—among basic cable's top 10 original series for the year-to-date. Compared to broadcast nets, cable's share on the top rankings list continued to increase, *Jack Wakshalg*, chief research officer at **Turner**, told us. In the last quarter, broadcast is "losing heavily" even with a ratings boost from the London Olympics, he noted. For children's programming, **Disney** topped **Nickelodeon's** 17-year record in total day to become #1 among 2-11. It's #1 for the 2nd straight year among 6-11. Part of the success can be attributed to "creatively and strategically" scheduling and promoting series like "Phineas and Ferb," "Gravity Falls," "Austin & Ally," "Good Luck Charlie," "Shake it Up" and the most recent "Dog with a Blog," said *Paul DeBenedittis*, svp, programming and scheduling for Disney. "Kids respond to smart, relevant stories about characters they want as their best friends or characters they aspire to be," he said. "We've seen comedy deliver for us across all of our brands." In addition, a few serialized dramas or "dramedies" have worked in the kids market this year, "so I'm interested in those genres as we look to create a diversified offering." The net has also explored a few different

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And a special thank you to our loyal readers!

Here's to a Successful 2013

Sincerely,

*Diie Schwartz Denise O'Connor Amy Abby Zofkin Mike Amy Madigan Wang
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alternative content genres like reality and game shows, which were well received by the audience, he noted. In 2012, the net “stayed focused on everything that’s core to Disney—great stories, characters and talent...” he said. Other highlights of the rankings this year: **Cartoon** had its most-watched year in its 20-year history; **A&E** finished the year with the most-watched year ever across all demos; **Comedy Central** fell out of the top 20 list.

After Sandy Hook: On Fri, the **NRA** pointed its finger at video games and violent movies, with top lobbyist *Wayne LaPierre* declaring in a speech that “media conglomerates compete with one another to shock, violate and offend every standard of civilized society by bringing an ever-more toxic mix of reckless behavior and criminal cruelty into our homes.” While gun regulation is front and center in Washington following the Newtown, CT, shootings, violence in media is also getting attention. **Common Sense Media**, which counts **FCC** chmn *Julius Genachowski* as a previous board member, called for a moratorium on violent video game ads during professional and college sports broadcasts. “As the nation reflects on the tragedy in Newtown, and while Washington considers new legislation calling for more research into the effects of violent video games on children, now is the time for **ESPN, Turner Sports, FOX Sports, CBS Sports** and **NBC Sports** to demonstrate their respect for families and young fans by taking violent ads off the air,” said Common Sense Media CEO *James Steyer*. ESPN said it has worked with advertisers since last Fri to respond appropriately. Fox Sports declined to comment, and other nets didn’t respond by deadline. In addition, **Sen Commerce** chmn *Jay Rockefeller* (D-WV) has introduced legislation to examine the effects of violent video games and programming on children, an issue about which he has been passionate for years (*Cfax*, 12/20). **NCTA** issued a statement Thurs night saying the cable industry “takes very seriously our role in American culture and looks forward to participating in the collective discussion with policymakers, the broader entertainment community, and other interested parties.” **ACA** pres/CEO *Matt Polka* issued a statement Fri also pledging support in talks to prevent more tragedies. “Our members live and work and provide service in thousands of towns across the country that are just like Newtown. We stand willing to participate in any discussion, public or private, that might help curb the type of horrific violence that occurred last week,” Polka said.

Retrans: **DISH** and **Schurz Comm** reached a new retrans consent pact ahead of a midnight Dec 21 deadline. The deal includes stations in Anchorage, AK; Springfield, MO; Roanoke, VA; South Bend, IN; Augusta, GA; and Wichita, KS. “Terms of the agreement are still being hammered out, but both sides have agreed to keep stations on DISH to avoid any disruption to consumers,” Schurz said.

In the Courts: **Verizon** filed its reply brief in its legal challenge of the **FCC’s** Open Internet order, finding several issues with the Commission’s actions. “The order sets forth a sweeping assertion of statutory authority that arrogates to the FCC plenary power to control all aspects of broadband Internet access service—and, taken to its logical conclusion, all components of the Internet—without any evidence Congress ever intended such a dramatic result,” the telco said. Verizon argues that the FCC claims it has direct authority to regulate the Net, but fails to back it up with the Communications Act. Verizon also argues that broadband providers’ First Amendment rights are violated and that the order is arbitrary and capricious because the claimed record of abuse is nonexistent. Oral arguments have not been set in the case yet.

Online: **DirecTV’s Starz** and **Encore** customers can now access Starz Play and Encore Play, which allow online access to the nets’ movies and original programming at no extra charge. Starz Play offers approx 400 monthly selections, including 300 movies and 100 eps of Starz original series. Encore Play has about 900 monthly selections.

Programming: **AMC’s** “Walking Dead” will keep marching, but its showrunner won’t. The net greenlit a 4th season, but AMC and showrunner *Glen Mazzara* (who took over last year for *Frank Darabont*) said they’ve reached a mutual decision to part ways. “Both parties acknowledge that there is a difference of opinion about where the show should go moving forward, and conclude that it is best to part ways. This decision is amicable and Glen will remain on for post-production on season 3B as showrunner and executive producer,” Mazzara and the net said in a statement.

Ratings: **Bravo’s** “Top Chef” had its highest-rated ep of the season Wed, with 1.5mln total viewers.

Editor’s Note: Your next issue of **CableFAX Daily** will arrive Wed evening. Happy holidays from the **CableFAX Crew!** -- Friday is the LAST chance to nominate hard-working digital execs for our Digital Hot List and Best of the Web awards. Make sure your company’s savvy Web designers, digital marketers, social media mavens and other techies get their due. <http://www.cablefax.com/cfp/bow12/#.UNTSyG9pfVg>

CableFAX Week in Review

Company	Ticker	12/21 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	50.31	0.98%	17.66%
DISH:	DISH	35.60	(1.87%)	25.00%
DISNEY:	DIS	50.05	2.85%	33.48%
GE:	GE	20.94	(3.15%)	16.92%
NEWS CORP:	NWS	25.62	1.79%	40.92%
MSOS				
CABLEVISION:	CVC	14.70	1.66%	3.38%
CHARTER:	CHTR	73.37	6.83%	28.85%
COMCAST:	CMCSA	37.22	0.50%	56.96%
COMCAST SPCL:	CMCSK	35.85	1.39%	52.16%
GCI:	GNCMA	9.54	11.06%	(2.55%)
LIBERTY GLOBAL:	LBTYA	62.31	3.32%	51.86%
LIBERTY INT:	LINTA	19.54	2.17%	20.44%
SHAW COMM:	SJR	22.68	1.25%	17.09%
TIME WARNER CABLE:	TWC	95.68	1.71%	50.51%
VIRGIN MEDIA:	VMED	36.44	1.03%	70.44%
WASH POST:	WPO	361.24	(1.04%)	(4.13%)

Company	Ticker	12/21 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
AMC NETWORKS:	AMCX	49.85	(1.66%)	32.64%
CBS:	CBS	37.30	7.08%	37.42%
CROWN:	CRWN	1.88	2.73%	55.37%
DISCOVERY:	DISCA	63.01	3.60%	53.80%
GRUPO TELEVISA:	TV	26.49	4.25%	25.78%
HSN:	HSNI	55.17	3.45%	52.15%
INTERACTIVE CORP:	IACI	46.45	2.87%	9.03%
LIONSGATE:	LGf	15.70	1.36%	88.70%
LODGENET:	LNET	0.09	(38.29%)	(96.38%)
OUTDOOR:	OUTD	7.46	0.27%	0.00%
SCRIPPS INT:	SNI	57.78	(0.45%)	36.21%
TIME WARNER:	TWX	47.60	1.77%	31.71%
VALUEVISION:	VTV	1.81	9.70%	(3.72%)
VIACOM:	VIA	53.48	(0.37%)	0.28%
WWE:	WWE	8.00	(0.37%)	(14.16%)

Company	Ticker	12/21 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	1.95	(2.01%)	(7.14%)
ALCATEL LUCENT:	ALU	1.38	11.29%	(11.54%)
AMDOCS:	DOX	34.30	2.24%	20.22%
AMPHENOL:	APH	64.91	3.79%	43.01%
AOL:	AOL	30.41	(0.2%)	101.39%
APPLE:	AAPL	517.23	1.46%	27.71%
ARRIS GROUP:	ARRS	15.34	8.33%	41.77%
AVID TECH:	AVID	7.62	2.70%	(10.67%)
BLNDER TONGUE:	BDR	1.05	(1.87%)	(13.93%)
BROADCOM:	BRCM	33.09	3.22%	12.71%
CISCO:	CSCO	19.95	0.45%	10.34%
CLEARWIRE:	CLWR	2.88	(14.39%)	48.71%
CONCURRENT:	CCUR	5.50	10.66%	45.12%
CONVERGYS:	CVG	16.30	0.25%	27.64%
CSG SYSTEMS:	CSGS	18.75	4.98%	27.46%
EHOSTAR:	SATS	34.35	2.33%	64.05%
GOOGLE:	GOOG	715.83	1.98%	10.83%
HARMONIC:	HLIT	4.96	8.41%	(1.49%)
INTEL:	INTC	20.73	2.80%	(14.54%)
JDSU:	JDSU	13.19	4.85%	26.34%

Company	Ticker	12/21 Close	1-Week % Chg	YTD %Chg
LEVEL 3:	LVT	22.86	6.82%	34.55%
MICROSOFT:	MSFT	27.30	1.85%	5.18%
RENTRAK:	RENT	20.60	5.48%	44.26%
SEACHANGE:	SEAC	9.64	0.00%	37.13%
SONY:	SNE	10.92	(0.36%)	(39.47%)
SPRINT NEXTEL:	S	5.46	(4.13%)	133.12%
TIVO:	TIVO	12.38	(2.44%)	38.02%
UNIVERSAL ELEC:	UEIC	18.93	10.87%	12.18%
VONAGE:	VG	2.33	(4.12%)	(4.9%)
YAHOO:	YHOO	19.32	(1.65%)	19.75%
TELCOS				
AT&T:	T	33.76	(0.74%)	11.64%
VERIZON:	VZ	43.58	(1.43%)	8.62%
MARKET INDICES				
S&P 500:	GSPC	1430.15	1.17%	13.72%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. ALCATEL LUCENT:	1.38	11.29%
2. GCI:	9.54	11.06%
3. UNIVERSAL ELEC:	18.93	10.87%
4. CONCURRENT:	5.50	10.66%
5. VALUEVISION:	1.81	9.70%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. LODGENET:	0.09	(38.29%)
2. CLEARWIRE:	2.88	(14.39%)
3. SPRINT NEXTEL:	5.46	(4.13%)
4. VONAGE:	2.33	(4.12%)
5. GE:	20.94	(3.15%)

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