

CableFAX Daily™

Friday — May 30, 2014

What the Industry Reads First

Volume 25 / No. 104

Experimental TV: Bewkes DISHes on OTT Service's Conditions

Time Warner CEO *Jeff Bewkes* is supportive of DISH's planned OTT offering, describing it as a "promising experiment in market segmentation." He likes it because of the qualifications on it, which he described as limiting the volume to 2mln subs through 1 distributor and 5mln overall. At least that's what he thinks DISH did ("If I'm wrong, I apologize."). And yes, Time Warner has talked to *Charlie Ergen* about the service. "They tried to focus it on a target, probably a young person living in a single-person household who wants one stream... a single feed," Bewkes said at a **Bernstein** investor conference Thurs. "We've thought that's a constructive way to make an offering to a given part of the market that doesn't undermine the other part of the market." The Time Warner chief doesn't sound that worried about millennials forgoing pay TV, predicting that they'll subscribe when they get established. "Once they take the mattress and get it off the floor, that's when they subscribe to TV," he quipped. Right now, Bewkes and his team are focused on getting TV Everywhere to the masses. Some of the success of **TNT's** brand refresh aimed at a younger audience hinges on viewers being able to go back and watch missed episodes of serialized dramas, like the upcoming "Last Ship." His advice was to stop worrying about immediate TVE monetization and just "throw a match into the oil tank." If it provides the value everyone believes it does, customers will pay their providers for it who will in turn pay content companies, he said. As evidence, he pointed to how **HBO** gave customers multiplex channels for no extra charge, then eventually raised the price for HBO. "We don't want 2 [subscribers]—one that has the good, enhanced TV experience and one that doesn't," he said. More highlights from the 50-min, on-stage interview... **Consolidation:** He's not worried about the impact near-term. Long-term, he said there are "some issues," not so much price-related, but in terms of "what happens to innovation?" or "is it used to stifle competition's products?" He expects those areas to be addressed in regulatory review or contract provisions. **NBA Renewal:** Turner and the NBA have been partners for 30 years, and Bewkes believes they will remain entwined. "They're going to get paid the full value from us. We have the money for it. Our budgets are very big," he said, arguing that Turner can better monetize the games than anyone who would bid against it.

JSA Aftermath: Some 2 months after the **FCC** voted to restrict broadcasters' use of joint sales agreements, **Sinclair** announced its intent to surrender to the Commission for cancellation of 3 TV station licenses in the Charleston, SC, and Birmingham, AL, markets to ensure that its acquisition of **Allbritton** stations wouldn't violate the agency's new sharing guidelines. The company claimed it couldn't find a buyer for the stations. The FCC's Republican pair commish *Ajit Pai* and *Michael O'Rielly*, both vocal opponents of the JSA restrictions, took the opportunity to urge the agency to "correct its misguided" actions. "Instead of increasing the number of African-American-owned television stations, we are driving stations off the air. This will mean job losses, less service to South Carolinians and Alabamians, and less ownership diversity," the pair said in a joint statement. They said it appears the 3 stations will soon go dark.

June 10, 2014 | Awards Breakfast | 8:30 – 10:30 am | Grand Hyatt in NYC

The FAXIES



Join Cablefax on June 10 in NYC for The FAXIES and Sales Executives of the Year Awards as we salute the industry's top PR, communication and sales initiatives. Register today at www.cablefax.com/awards.

Sponsorships: Amy Abbey, aabbey@accessintel.com, (301) 354-1629

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Latta Wants No Title II: Rep *Bob Latta* (R-Ohio), vice chair of the telecom subcmte, dropped a bill late Wed that would ban the **FCC** from reclassifying broadband as a Title II common carrier service under the Communications Act. "In light of the FCC initiating yet another attempt to regulate the Internet, upending long-standing precedent and imposing monopoly-era telephone rules and obligations on the 21st Century broadband marketplace, Congress must take action to put an end to this misguided regulatory proposal," Latta said. Following the court's decision to strike down key parts of the FCC's Open Internet rules, chmn *Tom Wheeler* suggested Title II could be used if necessary to ensure net neutrality rules stand legal review. The agency is seeking input on whether and how Title II should be applied. Not surprisingly, **NCTA** quickly voiced support for Latta's bill. "Since the late 1990s, policymakers and regulators have established a bipartisan consensus that a light regulatory touch provides the best path for ensuring that the Internet will become an engine of economic growth and social prosperity. We support the efforts of Vice Chairman Latta to codify current policy and to ensure that the Internet continues to grow and remains open and free from the burdens of outdated, public utility regulation," the group said.

Sapan Talks Chello: **AMC Nets** pres/CEO *Josh Sapan* has some big plans for **Chellomedia**, the international content firm it acquired in Feb for around \$1bln from **Liberty Media**. Calling Chello's ad revenue stream "pretty dramatically under-developed," Sapan said at the **Sanford Bernstein** conference Thurs that putting programs owned and made by AMC Nets on some of Chello's channels, which are distributed in 138 countries, would "give them more affiliate pricing power and allow us to develop the ad revenue stream." Chello currently has less than 20% share of the ad market, meaning there's plenty of room to grow. Shows like AMC Nets' own "Hell on Wheels" have performed well internationally. "In order to be a sustainable, effective media company today, we wanted to have channels significantly outside the US," Sapan said. That's why the company continues to expand the international distribution of its **Sundance Channel**. Meanwhile, owning content appears to be a key AMC strategy and that's especially important in a digital world since it allows the company to participate fully in all of the revenue streams. "We prefer to make TV shows to have a ownership position in them so we can enjoy the economic benefits of them being consumed outside the cable channel business," Sapan said.

Reilly Departing: After 2 years as the chmn of entertainment at **Fox Broadcasting Company**, *Kevin Reilly* is leaving by the end of June. Before the company names a successor, Reilly's sr execs will report to *Peter Rice*, CEO of **Fox Networks Group**. Let the guessing games begin on who will be his successor... In separate statements, both Reilly and Rice said they have been discussing the transition for a while. "Now with a robust new slate of programming for next season and strength in the FBC ranks, it felt like the timing was as right as it could be," Reilly said. A 7-year vet at Fox, Reilly worked on successful shows like "The Office," "The Sopranos" and "ER." He was previously pres of entertainment at **NBC**.

World Cup Ready: **Univision Deportes** will focus its coverage exclusively on the World Cup as of June 9. The net will have its 1st-ever 24/7 coverage of the tournament, including live broadcasts of 56 matches and World Cup specials. All live coverage will originate from UDN's 3 set locations in Brazil. Digitally, an upgraded Univision Deportes App will allow users to access live streams of all matches across platforms, upon authentication. The app will also

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The 2014 Women in Technology Award honors personal growth and significant contributions to the cable telecom industry by one woman, and will be presented at SCTE Cable-Tec Expo 2014, on Sept 23 in Denver.

DEADLINE IS FRIDAY, JUNE 27, 2014.

For the online nomination application, click here or go to www.wict.org.
Contact *Parthavi Das* at 202-827-4775.

June 10, 2014
8:30 – 10:30 am

The FAXIES

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New York City

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The FAXIES Awards Finalists

Acquisition and Upgrade Marketing

- ▶ DigitasLBI - Comcast X1 Direct Mail Acquisition Launch
- ▶ Mediacom - Mediacom Business - How Can We Help You
- ▶ Time Warner Cable - "The Coach" TV Campaign with Bill Cowher

Advertising Campaign for a Network

- ▶ D4 - Random Acts of Wellness
- ▶ HBO - Might Be A Good Time for HBO Go
- ▶ HGTV's #lovehome Brand Campaign
- ▶ TLC Brand Spot

Advertising Campaign for a Single Program

- ▶ A&E Television Networks - Bates Motel Season 1
- ▶ Big Ten Network - TIEBREAKER: Cast Your Vote
- ▶ Discovery Channel - North America
- ▶ Discovery Channel - Shark Week 2013
- ▶ Golf Channel - Big Break NFL Puerto Rico
- ▶ HBO - Boardwalk Empire
- ▶ HBO - Game of Thrones Integrated Campaign
- ▶ History - Vikings Integrated Campaign

Affiliate and Partnership Marketing

- ▶ Cartoon Network - The Move It Movement Tour
- ▶ Time Warner Cable Studios
- ▶ Viamedia - Your Partner for Ad Sales

Brand Image and Positioning Campaign

- ▶ AT&T U-verse Country Deep
- ▶ BET Brand Pavilion BET Experience
- ▶ Discovery Rebrand 2013
- ▶ Suddenlink Communications - Houseful of Suddenlink
- ▶ Viamedia - Your partner for ad sales

Community Relations

- ▶ Cablevision and the Lustgarten Foundation's CurePC Pancreatic Cancer Public Awareness Campaign
- ▶ Destination America - Red, White and You Contest 2013
- ▶ Up TV - Top Secret Santa

Corporate Social Responsibility/Green Campaign

- ▶ ESPN - Global Presenting Sponsor of Special Olympics Unified Sports
- ▶ ION Television & Coalition for the Homeless - Blanket NYC
- ▶ Up TV - Top Secret Santa

Direct Response Marketing

- ▶ A&E Television Networks Rebrand Candy Mailers
- ▶ Comcast - Xfinity - Grupo Gallegos
- ▶ Cox Communications - Q3 SMB Testimonial Campaign
- ▶ Cox Communications - Q4 SMB "Money Back" Campaign
- ▶ Time Warner Cable Testimonial Winback Campaign - La Comunidad

Integrated Marketing Campaign - Individual Program

- ▶ A&E Television Networks - Bates Motel Season 1
- ▶ Discovery Channel - Skywire LIVE
- ▶ HBO - Game of Thrones Integrated Campaign
- ▶ History - Vikings
- ▶ Investigation Discovery - Dates from Hell S2
- ▶ Lifetime - Witches of East End Campaign
- ▶ Sportsman Channel - The Outfitters Built by Ford F-Series
- ▶ TBS - CONAN Coke Zero Music Madness

Integrated Marketing Campaign - Network

- ▶ Big Ten Network - BTN2Go Mini Mascot Campaign
- ▶ Discovery Communications - Discovery Shark Week 2013 Affiliate Promotions
- ▶ NBC Sports Network - Barclays Premier League

Integrated Marketing Campaign - Operator

- ▶ Grupo Gallegos - Comcast - Dish Head
- ▶ Grupo Gallegos - Comcast - Los Gutierrez
- ▶ Time Warner Cable - Time Warner Cable Studios
- ▶ XFINITY - 2013 NFL Honors Awards Show Partnership

Marketer of the Year

- ▶ Brucetta Williams, BET Networks
- ▶ Lara Richardson, Discovery Channel
- ▶ Becky Jones, Viamedia

Marketing Campaign - Operator

- ▶ Burrell Communications - Comcast XFINITY Celebrate Black TV
- ▶ Cable Bahamas Ltd - Keen i Media Ltd - Mega Massive Oh My Goodness Merry Mortgage Giveaway
- ▶ Ogilvy & Mather - Time Warner Cable - Enjoy Better
- ▶ Suddenlink Communications - Phone Transcript

Marketing Campaign - Programmer

- ▶ A&E Television Networks - Bates Motel Season 1
- ▶ CENTRIC & BET - Centric Soul Train Effect Tour
- ▶ Crown Media Family Networks - Cedar Cove 2013 Marketing Campaign
- ▶ DIY Network - Vanilla Ice Goes Amish
- ▶ ION Television - IONTHUSIASTS Campaign

Marketing of a Continuing Series

- ▶ Discovery Channel - Shark Week 2013
- ▶ DIY Network - Rehab Addict
- ▶ HBO - Boardwalk Empire Integrated Campaign
- ▶ HBO - Game of Thrones Integrated Campaign
- ▶ Investigation Discovery - Dates from Hell S2 Marketing Campaign
- ▶ Sony Pictures Television - "Breaking Bad: Alchemy" Interactive Book
- ▶ TLC - Honey Boo Boo Watch 'n Sniff
- ▶ USA Network - Modern Family Pop-Up Photo Studio
- ▶ WWE - WWE Raw

Marketing of a New Series or Show

- ▶ A&E Television Networks - Bates Motel Season 1
- ▶ Discovery Channel - Klondike
- ▶ History - The Bible Integrated Campaign
- ▶ History - Vikings Integrated Campaign

The winners will be announced during the June 10 awards breakfast at the Grand Hyatt in New York City and in the Cablefax Mid-Day Report released during the breakfast. Congratulations to all the finalists. See you on June 10th!

To register for the event, visit www.cablefax.com/events

Advertising Contact: Amy Abbey at aabbey@accessintel.com or 301-354-1629.

Questions: Saun Sayamongkhun at saun@accessintel.com or 301-354-1694.

The FAXIES Awards Finalists

- ▶ Lifetime - Devious Maids Campaign
- ▶ Ovation - The Fashion Fund VIP Mailer
- ▶ Pivot - Hitrecord on TV Premiere
- ▶ TV One - R&B Divas LA
- ▶ WE tv's Marriage Boot Camp: Bridezillas

Marketing of a Special or Documentary/ Documentary Series

- ▶ BET Networks - Being Mary Jane - The Movie
- ▶ Big Ten Network - TIEBREAKER: Cast Your Vote
- ▶ Discovery Channel - North America
- ▶ EPIX - MADONNA: MDNA PROMOTION
- ▶ ESPN - ESPN "Nine for IX" series
- ▶ HGTV - Rose Parade 2014
- ▶ Lifetime - Flowers in the Attic Campaign

Marketing Team of the Year

- ▶ A&E Television Networks - A&E Marketing Team
- ▶ Discovery Channel - Discovery Marketing Team
- ▶ International Media Distribution
- ▶ Sportsman Channel Marketing Team

Media Event

- ▶ A&E Television Networks - Bates Motel Comic Con
- ▶ ESPN - Upfront 2013
- ▶ mun2 - Combate Americas Press Luncheon
- ▶ National Geographic Channel - Killing Kennedy Press Trip

Media Relations Campaign

- ▶ E! - #RichKids of Beverly Hills Public Relations Launch Campaign
- ▶ ESPN - X Games Global Expansion
- ▶ History - Vikings - Season 1 and Season 2
- ▶ National Geographic Channel - Killing Kennedy
- ▶ Oxygen Media - Preachers of L.A. Media Relations Campaign

Multicultural Marketing

- ▶ Discovery Communications - Discovery Familia, 2013 Es Para Ti Tour
- ▶ ESPN - The Bicultural Hispanic Male
- ▶ HBO - Boardwalk Empire
- ▶ La Comunidad - Time Warner Cable - Cada Fan Cuenta/Every Fan Counts
- ▶ LeadDog Marketing Group - FX, The Bridge
- ▶ mun2 - I Love Jenni Season 3
- ▶ Oxygen Media - Preachers of L.A.

Multicultural Marketing - Operator

- ▶ Burrell Communications - Comcast XFINITY Celebrate Black TV
- ▶ Grupo Gallegos - Comcast XFINITY - Los Gutierrez
- ▶ H+M Communications - Comcast XFINITY Freeview Latino: The Biggest Hispanic On Demand Event Ever
- ▶ Time Warner Cable & Eclipse Marketing - Nexos Latinos Magazine Fall 2013

PR Executive of the Year

- ▶ Sarah Chaikin, Cablevision
- ▶ Debbie Frey, Comcast
- ▶ Lynn Gardner, History
- ▶ Chris Albert, National Geographic Channel

PR Stunt

- ▶ FUSE TV - Big Fredia: Queen of Bounce Guinness World Record - Most People Twerking Simultaneously
- ▶ HBO - Game of Thrones Theme Song Takeover
- ▶ History - Vikings at Comic-Con
- ▶ International Media Distribution - Comcast & The Filipino Channel Typhoon Relief Campaign
- ▶ LeadDog Marketing Group - FX, The Americans
- ▶ National Geographic Channel - Killing Kennedy News Stand
- ▶ TiVo TV Binge - Viewing World Record at CES 2014

PR Team of the Year

- ▶ Comcast PR Team
- ▶ FX PR Team
- ▶ HISTORY PR Team
- ▶ OWN & Harpo Studios Communications Team
- ▶ Sundance TV PR Team

Press Kit

- ▶ A&E Television Networks - Modern Dads
- ▶ A&E Television Networks - Bonnie & Clyde
- ▶ A&E Television Networks - Wahlburgers
- ▶ History - Vikings Shield
- ▶ Lifetime - Devious Maids
- ▶ Lifetime - Witches of East End

Programming Stunt

- ▶ Big Ten Network - BTN Big 10K
- ▶ H+M Communications - Comcast Xfinity Freeview Latino: The Biggest Hispanic On Demand Event Ever

- ▶ HGTV - All Premiere New Year
- ▶ TBS - CONAN Coke Zero Music Madness

Public Affairs Campaign

- ▶ Big Ten Network - BTN LiveBIG
- ▶ The Weather Channel and Discovery Education - The Weather Channel: Connect with Weather Virtual Field Trip
- ▶ USA Network - #UniteLIVE: The Concert to Rock Out Bullying

Shoestring Marketing

- ▶ HGTV Pinterest Parties
- ▶ International Media Distribution - Comcast & TFC Typhoon Relief Campaign
- ▶ OWN and Harpo Studios - Oprah's Life class - Brené Brown eCourse

Social Media During a Program

- ▶ ESPN Deportes - Nacion ESPN
- ▶ HGTV New Year's Day Twitter Party
- ▶ TLC - Cake Boss Kickoff Live
- ▶ TLC - Long Island Medium Tweet to Win Live

Social Media Marketing

- ▶ Burrell - XFINITY Celebrate Black TV
- ▶ Cartoon Network - Cheer Up Mordecai
- ▶ EPIX Gets Dirty Sexy Funny
- ▶ Oxygen Media - Preachers of L.A.
- ▶ QVC - Red Carpet STYLE Event
- ▶ Syfy - Syfy's Defiance
- ▶ WWE WrestleMania 29

Sweepstakes and Games Marketing

- ▶ BET Networks - Real Husbands of Hollywood Mitch Poker
- ▶ Crown Media Family Networks - Snow Much Fun Sweepstakes & Digital Game
- ▶ Golf Channel 2013 Fantasy Challenge

Tchotchke

- ▶ Big Ten Network - BTN2GO Mini Mascot T-Shirts
- ▶ Destination America - King of Thrones Toilet Mugs
- ▶ International Media Distribution - IMD 2014 Calendar "Culture In Motion"
- ▶ International Media Distribution - TV JA PAN Custom Origami Paper and Microsite

Trade Show Marketing/PR

- ▶ Cartoon Network - San Diego Comic-Con 2013
- ▶ HBO - Game of Thrones at Comic-Con
- ▶ History - Vikings at Comic-Con

Congratulations to all the finalists! We are looking forward to a fun filled June 10 breakfast, including team photos, and networking with friends and colleagues. Tables will be positioned on a first come basis.

Reserve your table today at www.cablefax.com/events.

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Questions: Saun Sayamongkhun at saun@accessintel.com or 301-354-1694.

BUSINESS & FINANCE

allow users to interact on **Twitter** and **Facebook**.

Conservative Boomers: Newsmax Media has distribution through **DirecTV** for its planned politically focused channel **Newsmax TV**. A soft launch is planned in mid-June through DirecTV, reaching more than 20mln subs. The company is also planning an OTT net, expecting to reach more than 100mln iOS and Android smart devices. Targeting the more than 80mln Baby Boomers, the net will provide “independent news with a mainstream conservative tilt, while offering a balanced perspective and open to all points of view,” the company said in a release.

TWC News: Time Warner Cable News San Antonio will launch Mon. Its debut will feature a live on-site broadcast of “Capital Tonight.” And through “TWC TV” and “TWC News” apps, viewers can access a continuous stream of the net’s news and other video content.

Ratings: VH1’s “Hit The Floor” Season 2 premiere on Memorial Day scored a 1.4 rating (P18-49, Live+SD), up 40% from the Season 1 premiere a year ago. About 3.5mln total viewers tuned in, making the show the top telecast on cable for women 18-34 during its 9pm time slot.

Programming: AMC’s original Western drama “Hell on Wheels” returns for an expanded 4th season of 13 eps on Aug 2.

CableFAX Daily Stockwatch

Company	05/29 Close	1-Day Ch	Company	05/29 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	82.16	(0.14)	CONCURRENT:	8.02	UNCH
DISH:	59.55	0.36	CONVERGYS:	22.13	(0.04)
ENTRAVISION:	5.16	(0.09)	CSG SYSTEMS:	26.33	(0.02)
GRAY TELEVISION:	11.56	0.01	ECHOSTAR:	51.05	(0.15)
MEDIA GENERAL:	18.27	(0.09)	GOOGLE:	560.08	(1.6)
NEXSTAR:	46.38	0.45	HARMONIC:	7.36	(0.04)
SINCLAIR:	30.36	0.02	INTEL:	26.96	0.08
MSOS					
CABLEVISION:	17.47	0.03	INTERACTIVE CORP:	66.09	0.78
CHARTER:	142.71	(0.88)	JDSU:	11.21	0.05
COMCAST:	52.07	0.22	LEVEL 3:	43.40	(0.56)
COMCAST SPCL:	51.65	0.23	MICROSOFT:	40.34	0.33
GCI:	11.31	0.06	NIELSEN:	48.10	0.41
GRAHAM HOLDING:	679.62	(1.57)	RENTRAK:	51.77	2.47
LIBERTY GLOBAL:	45.30	(0.14)	SEACHANGE:	9.71	0.20
LIBERTY INT:	29.12	0.10	SONY:	16.21	(0.12)
SHAW COMM:	24.81	(0.04)	SPRINT NEXTEL:	9.44	0.24
TIME WARNER CABLE:	141.11	0.76	TIVO:	12.02	0.03
PROGRAMMING					
21ST CENTURY FOX:	35.51	0.35	UNIVERSAL ELEC:	45.62	1.39
AMC NETWORKS:	62.03	0.31	VONAGE:	3.74	0.03
CBS:	60.15	(0.33)	YAHOO:	34.90	0.12
CROWN:	3.49	(0.09)	TELCOS		
DISCOVERY:	77.72	(1.32)	AT&T:	35.39	0.05
DISNEY:	84.03	0.43	CENTURYLINK:	37.68	(0.12)
GRUPO TELEVISA:	34.34	0.52	TDS:	27.19	0.49
HSN:	55.33	0.17	VERIZON:	49.72	(0.02)
LIONSGATE:	29.53	0.75	MARKET INDICES		
MADISON SQUARE GARDEN:	53.10	0.62	DOW:	16698.74	65.56
SCRIPPS INT:	76.49	(0.1)	NASDAQ:	4247.95	22.87
STARZ:	30.54	0.02	S&P 500:	1920.03	10.25
TIME WARNER:	70.31	(0.36)	TECHNOLOGY		
VALUEVISION:	4.50	0.02	ADDVANTAGE:	2.70	0.12
VIACOM:	85.63	(0.1)	ALCATEL LUCENT:	4.01	0.02
WWE:	11.27	(0.04)	AMDOCS:	48.10	0.21
TECHNOLOGY					
ADDVANTAGE:	2.70	0.12	AMPHENOL:	95.92	0.61
ALCATEL LUCENT:	4.01	0.02	AOL:	36.18	(0.21)
AMDOCS:	48.10	0.21	APPLE:	635.38	11.37
AMPHENOL:	95.92	0.61	ARRIS GROUP:	32.98	0.39
AOL:	36.18	(0.21)	AVID TECH:	7.48	0.08
APPLE:	635.38	11.37	BLNDER TONGUE:	0.90	0.01
ARRIS GROUP:	32.98	0.39	BROADCOM:	31.67	0.27
AVID TECH:	7.48	0.08	CISCO:	24.68	(0.14)
BLNDER TONGUE:	0.90	0.01			
BROADCOM:	31.67	0.27			
CISCO:	24.68	(0.14)			

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PROGRAMMER'S PAGE

Kill Them With Kindness

When Season 1 of “Derek” premiered on **Netflix** last year, the portrayal of the lead character by writer/director *Ricky Gervais* drew some criticism. Derek, a care worker in a rest home, is not sharp or socially adept (in Season 1 he’s asked if he’s autistic), and some claimed he was mocking people with learning disabilities. “The Office” creator-turned-Hollywood-roaster responded on his website: “I’ve never considered him disabled; he is an ‘out of the mouth of babies’ innocent person who always says the right thing that you didn’t see coming.” And there’s the rub. Derek is not a real person. He’s more a lens through which Gervais would like others to see the world. In theme, at least, this is quite a departure for him. You can’t help but wonder if you’re being duped. Are we going to hear about it later on *Jimmy Kimmel*? But recall his Office character *David Brent*, who though insufferable in numerous ways was ultimately sympathetic. He also was very real. Derek, on the other hand, is kindness personified rather than a kind person. Aspects of Season 2 (debuts Fri) do convey the sense of reality Gervais was aiming to document. The day-to-day, dull drone of a rest home environment—specifically the elderly residents’ relationships with younger workers and their own far-removed children—is compelling. Not much happens, yet life (and end-of-life) lessons are gleaned. Importantly, Gervais’ brand of humor still shines through the show’s loser-like cast. Yet character development of some of the minor roles includes some abrupt, 180-degree transitions, and as such serve more to complete a plot line or tug at the ol’ heart strings. Derek co-star and comedic target *Karl Pilkington* said it well: “It messes with your emotions—it makes you laugh and cry—and there is not much around like that.” To be palatable, however, proper pacing and development should ensure that you’re not made to feel manipulated. The tears flowed... but they were suspect. - *Kaylee Hultgren*

Reviews: “Halt and Catch Fire,” premiere, Sun, 10pm, **AMC**. The unfair question is how “Halt” compares to “Mad Men” and “Breaking Bad,” arguably the best 2 series in years. Feeling a bit like MM, Halt is set in TX during the rise of personal computers in the early ’80s. And like MM, it’s a character study in a business setting. The characters: supremely confident sales exec *MacMillan* (a dynamic *Lee Pace*); geeky *Clark* (*Scout McNairy*); and hot-shot student *Cameron* (a riveting *Mackenzie Davis*). This unlikely trio attempts to unseat **IBM**, the era’s dominant PC maker. -- “America’s Secret D-Day Disaster,” Sun, 8pm, **Smithsonian**. There’s a small plaque in Arlington Cemetery honoring 600+ troops who died during Exercise Tiger, a dress rehearsal for D-Day. Nearly anything that could go wrong did, leaving soldiers exposed just 10 miles from England’s coastline. Gen Eisenhower’s gag order kept Tiger in the dark for years. Smithsonian has crafted a terrific film about this unfortunate story. -- “Love Finds You In Sugarcreek,” Sun, 7pmET/8pmPT, **UP**. A well-done family-friendly film based in bucolic Sugarcreek, the Little Switzerland of OH. *Sarah Lancaster* and *Tom Everett Scott* are the headlining lovers, but *Kelly McGillis* is excellent as an Amish matriarch. -- “Cry Wolfe,” premiere, Tues, 10pm, **ID**. A private investigator’s interesting tales through re-enactments, not the real thing. - *Seth Arenstein*

Basic Cable Rankings			
(5/19/14-5/25/14)			
Mon-Sun Prime			
TNT	1	2.1	2002
ESPN	2	1.9	1824
USA	3	1.6	1584
TBSC	4	1.3	1257
HIST	4	1.3	1256
FOXN	6	1.2	1126
DSNY	7	1.1	1102
HGTV	8	1.0	1004
DSE	8	1.0	73
FX	10	0.9	891
NAN	10	0.9	852
ADSM	12	0.8	813
DISC	12	0.8	748
NBCS	12	0.8	682
TLC	15	0.7	708
FOOD	15	0.7	679
AMC	15	0.7	663
A&E	15	0.7	660
SYFY	15	0.7	656
ID	15	0.7	617
LIFE	21	0.6	599
SPK	21	0.6	557
APL	21	0.6	557
VH1	21	0.6	533
CMDY	25	0.5	496
FAM	25	0.5	459
BRAV	25	0.5	458
MTV	25	0.5	454
HALL	25	0.5	453
MSNB	25	0.5	434
DSJR	25	0.5	340
HMC	25	0.5	276
TVLD	33	0.4	424
TRU	33	0.4	406
EN	33	0.4	377
WETV	33	0.4	371
BET	33	0.4	363
NGC	33	0.4	360
LMN	33	0.4	354
TRAV	33	0.4	344
NKJR	33	0.4	310
H2	33	0.4	298
OXYG	33	0.4	284
INSP	33	0.4	207
GSN	45	0.3	269
CNN	45	0.3	265

*Nielsen data supplied by ABC/Disney

The FAXIES

June 10 ♦ 8:30 – 10:30 a.m. ♦ Grand Hyatt, NYC



Awards Breakfast

Congratulations to the finalists of The FAXIES and Sales Exec. of the Year awards!

Bring your entire team to the breakfast for team photos, celebratory toasts and networking opportunities. Parties with tables of ten* will have priority seating and will have ensured seats together.

*Table positioning is based on a first come basis, so register early.

For more information on this exciting industry event, visit www.cablefax.com

