

CableFAX Daily™

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What the Industry Reads First

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Q&A: Viamedia's Mark Lieberman Talks Ad Geo-Targeting, Accountability

Not every operator has their own ad team in place. Some 58 MVPDs outsource their advertising to Viamedia, including WOW!, Verizon and Grande. We sat down recently with Viamedia pres/CEO Mark Lieberman, who has been on the job about 7 months now, to talk about what sort of trends his company is seeing in the ad space. **The mid-term elections are coming up. What does that mean for Viamedia?** Political is a huge category for us. One of the beauties of cable advertising is the ability to do geo-targeting. So if you're a congressman or senator, then you don't have to buy the entire DMA, you can just buy your county or those counties that are swing counties. We're probably going to be 50% over, surpassing our budget in political. It's our 2nd biggest category after automotive. **Is that because of the tight races we're seeing in the midterms?** We were even above budget before the Eric Cantor loss in the primary. I think we're finding now that every candidate believes they can win. It was first the primaries and now the election. It's congressmen, senators, local races—state assembly, issue based campaigns. And television is still the greatest medium to reach a voter. I think what President Obama's campaign taught everyone in 2012 is if you use data—big data's now available in television—you can actually have smarter media buys and put your ads in the right places. I think as a result of all of that we're seeing an increase in political advertising for cable generally and us specifically. **With geo-targeting, that's happening, but it seems like there's always another layer, a deeper dive on the horizon. Where do things stand?** The beauty of cable is the ability to allow the advertiser to advertise in a particular ad zone. That's what we do. Layer on top of that the demographic information that's now available, layer on top of that some of the more interesting databases that are available. We use Rentrak for our set-top box data, and they've done some pretty interesting matching with political databases, all anonymous... The ultimate goal may be addressable advertising, where you and I are next door neighbors but get a different ad because we have different demographic types. I think the major issue there is privacy; it's not as much technology. So, we're not involved in that yet. We're looking at some opportunities. **Are there trends emerging in what local advertisers are looking for?** This is more true than ever in local—it's the level of accountability. Television for so many years, it was that old John Wanamaker line: half my ads are effective; I just don't know which half. One of the unique features of a local merchant is that they're that much closer to their consumers. I went to an auto body shop and

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he said, 'I can either do advertising or buy another machine.' It's that basic. Our account executive is someone in the community who has had a longtime relationship with that merchant, maybe even shops at the store, and can say, 'we'll put you on these networks because this is where your customers are watching television, and you'll see immediate feedback because either they'll walk into your store or not.'

On the Hill: House tech subcmte chmn *Greg Walden* (R-OR) took the chance to urge support for his **FCC** Process Reform Act in a statement praising FCC Republican commish *Michael O'Rielly* for his recent blog post asking for agency process reform. The bill, which was approved by the full House in March, hit a roadblock in the Senate due to little support from Democrats. To address concerns from the Democrats, Walden removed several provisions that would limit the FCC's ability to institute merger conditions. O'Rielly wants the agency to start publishing on its website the text of items to be considered at commission open meetings at the same time the commissioners get it, he said in the blog post. "Therefore, as soon as bureau staff sends the '8th Floor' a draft for consideration, the Commissioners are not allowed to reveal the substantive decisions with outside parties," he said. "In other words, at the very moment that I learn the particulars of an important rulemaking upon which I will spend the next few weeks in ex parte meetings listening to stakeholder concerns, I am not permitted to disclose any details of the draft text in order to extract more thoughtful responses."

At the Portals: Per **ACA's** extension request, the media bureau extended the deadline for comments on **Media-com's** petition for numerous changes related to the agency's programming rules. Comments are now due Sept 29. Replies Oct 14. Calling the relationship between distributors and programmers "broken," **Mediacom** asked the **FCC** to institute a rulemaking proceeding to consider rules addressing forced wholesale bundling, interference with consumers' access to programming otherwise freely available on the Internet (ie, **Viacom** blocking Internet customers' access to online content after their **MVPD** dropped the channels) and unjustified volume discounting.

Ratings: **Discovery's** Shark Week programming event earned a record 2.27 P25-54 rating and scored 3.64mln total viewers P2+, making it the highest-rated Sun evening ever for Shark Week. Sun night was up +6% YOY in P25-54 in the same time period. In addition, "Shark of Darkness: Wrath of Submarine" at 9pm earned a 2.43 P25-54 rating and bagged an average of 3.84mln viewers P2+. "Air Jaws: Fin of Fury" at 8pm earned a 1.96 P25-54 rating and drew an average of 3.3mln viewers. The inaugural "Shark After Dark," Shark Week's late-night talk show at 11pm, earned a 1.03 P25-54 rating and scored an average of 1.56mln viewers P2+, making it the highest-rated late night for the net since last year's debut of the talker. -- **Cinemax's** new series "The Knick" drew 1.7mln viewers across its premiere weekend. The series garnered 657K viewers on Fri night, averaging 354K at 10pm and an additional 303K across the night's 3 replays. The program's airing on **HBO** Sat night attracted another 533K viewers.

On the Circuit: **ESPN** evp/CFO *Christine Driessen* is the 2014 recipient of Woman of the Year, a **WICT** award recognizing a woman who has made increasingly significant contributions throughout her career to her company and the overall cable telecom industry. **WICT** also announced the 2014 Woman to Watch honorees: *Jennifer Mirgorod*, evp of brand distribution for **Turner**, and *Deborah Picciolo*, svp of technical operations, residential services for **Time Warner Cable**. The awards will be presented during the **WICT** Touchstones Luncheon on Sept 15 in NY, in conjunction with the annual **WICT** Leadership Conference and during cable's Diversity Week.

Bright House's STEM Effort: **Bright House** is participating in "Today's Youth," a multi-state competition where high schoolers dream up the inventions to make the world better and show how STEM can bring their ideas to life. The MSO's effort, dubbed "Bright Ideas STEM," is open to all students 14 years or older attending high schools within a Bright House service area. They can compete as individuals or as part of a team. Finalists will travel to FL to compete head-to-head in front of a studio audience. The program will be recorded and available on demand on Bright House platform.

TNT's Virtual Extras: **TNT** partnered with digital in-theater ad network **National CineMedia** to launch a promotional stunt for the net's new drama series "Legends," debuting Aug 13. The initiative features taking live footage of moviegoers on their way to showrooms using green screen technology, editing the footage in "near real time" and inserting select moviegoers into a new "Legends" trailer as "virtual extras." Participating moviegoers will get an emailed copy

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of their personal promos to share across social networks.

Programming: Adult Swim will air the season finale of “Robot Chicken” on Aug 17. -- **USA** renewed drama series “Suits” for a 5th season set to debut summer 2015. -- British drama series “Hinterland,” “Happy Valley” and “Southcliffe” will premiere on **Netflix** in the US and Canada. Hinterland will premiere Sept 1 and Happy Valley on Aug 20. Southcliffe is available on Netflix now. -- **ID** debuts “Worst Things I Ever Did” on Aug 14. -- **Nick** will premiere half-hour kid series “Dora and Friends: Into the City!” on Aug 18. -- **The Weather Channel** will premiere 2 series, “Top 10 Worst Hurricanes” and “Hurricane 360,” on Aug 18. -- **ESPN** and **ESPN2** will collaborate with sister net **ABC** to air all 32 games of the 2014 Little League World Series Aug 14-24. The ESPN nets will together televise 27 games while ABC will broadcast 5, including the International Championship, the US Championship and the Little League World Series Championship.

People: El Rey named **Skip Film** founder *Skip Chaisson* svp, creative & on-air promotion. He'll report to vice chmn *Scott Sassa* and founder/chmn *Robert Rodriguez*.

Editor's Note: Send your best, brightest and most eager associates to Cablefax's Business Boot Camp on Oct 13 in Los Angeles. More info: cablefax.com

CableFAX Daily Stockwatch

Company	08/11 Close	1-Day Ch	Company	08/11 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	83.80	(0.2)	CONCURRENT:	7.36	0.02
DISH:	62.90	0.30	CONVERGYS:	19.40	0.31
ENTRAVISION:	4.46	(0.24)	CSG SYSTEMS:	27.50	0.36
GRAY TELEVISION:	11.85	(0.23)	ECHOSTAR:	49.51	0.53
MEDIA GENERAL:	17.65	(0.65)	GOOGLE:	567.88	(0.89)
NEXSTAR:	48.71	0.70	HARMONIC:	6.23	0.23
SINCLAIR:	32.29	0.01	INTEL:	33.02	0.42
MSOS					
CABLEVISION:	18.02	0.03	INTERACTIVE CORP:	64.97	0.93
CHARTER:	152.43	0.39	JDSU:	11.96	0.16
COMCAST:	53.74	0.24	LEVEL 3:	41.47	0.08
COMCAST SPCL:	53.49	0.25	MICROSOFT:	43.20	UNCH
GCI:	11.16	0.11	NIELSEN:	47.40	0.20
GRAHAM HOLDING:	709.73	7.00	RENTRAK:	48.98	(0.41)
LIBERTY GLOBAL:	41.76	0.20	SEACHANGE:	7.53	(0.03)
LIBERTY INT:	27.86	0.13	SONY:	17.37	(0.05)
SHAW COMM:	24.58	0.17	SPRINT NEXTEL:	5.74	0.07
TIME WARNER CABLE:	145.99	0.28	TIVO:	13.74	0.14
PROGRAMMING					
21ST CENTURY FOX:	34.77	0.40	UNIVERSAL ELEC:	52.44	(0.33)
AMC NETWORKS:	59.85	0.90	VONAGE:	3.41	0.05
CBS:	60.18	0.95	YAHOO:	35.79	(0.12)
CROWN:	3.47	0.02	TELCOS		
DISCOVERY:	42.50	0.22	AT&T:	34.47	UNCH
DISNEY:	87.50	0.65	CENTURYLINK:	40.27	0.41
GRUPO TELEVISA:	35.71	1.17	TDS:	24.67	(0.22)
HSN:	58.77	0.37	VERIZON:	48.67	(0.03)
LIONSGATE:	32.34	(0.29)	MARKET INDICES		
MADISON SQUARE GARDEN:	60.16	0.73	DOW:	16569.98	16.05
SCRIPPS INT:	78.38	0.20	NASDAQ:	4401.33	30.43
STARZ:	27.93	(0.26)	S&P 500:	1936.92	5.33
TIME WARNER:	74.04	0.81			
VALUEVISION:	5.01	0.15			
VIACOM:	81.19	0.66			
WWE:	13.70	(0.05)			
TECHNOLOGY					
ADVANTAGE:	2.30	(0.07)			
ALCATEL LUCENT:	3.30	(0.02)			
AMDOCS:	45.22	0.52			
AMPHENOL:	99.23	0.64			
AOL:	43.07	(0.33)			
APPLE:	95.98	1.24			
ARRIS GROUP:	30.25	0.14			
AVID TECH:	7.48	0.03			
BLNDER TONGUE:	0.91	(0.02)			
BROADCOM:	37.55	0.25			
CISCO:	25.23	0.20			

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Cablefax TECH by Joyce Wang

Q&A with Cross MediaWorks CTO Stephanie Mitchko-Beale

Cable tech veteran Stephanie Mitchko-Beale recently left Cablevision to become CTO of multiplatform ad firm Cross MediaWorks, which specializes in targeting and measurement for live and on-demand video. We chatted with the 2013 Women in Technology honoree about her new adventure.

Why the new gig at Cross MediaWorks? My role at Cross MediaWorks is a great opportunity for me as a technology leader. The industry is at a pivotal moment in advanced advertising, and it's an exciting opportunity for the company. It feels like a natural progression for me to take my experience in advertising technology at the regional cable level and expand it to the national advertising space. I'm excited to be leading the great team of people at CMW and proud to be supported by the executive team and board.

Tell us about your new role. It's a new position created to help the company meet its strategic goals by advancing their advertising platform with technology. We're leading the advancement of data-enhanced advertising solutions, including addressable and advanced advertising. I will be focusing on Cross MediaWorks' advertising platform, analytics and technology to support big data and targeting as part of our national ad sales platform.

What's cable's biggest technology hurdle right now? I think the advertising space is being ignited by the use of big data and analytics technology. I'm looking forward to working closely with our MVPD partners to move the industry forward. I would love to see more women in our industry and in technology roles in general. I am very excited about my new role at Cross MediaWorks and hope I can inspire women to pursue the sciences.

You were at Cablevision for 15 years. How do you plan to leverage that experience for the new job? I was so fortunate to work with some of the best people in the industry during my time at Cablevision. Cablevision has always been innovative and leading-edge

when it comes to technology. During my 15 years with the company I worked on many different initiatives, including our advanced advertising platforms: specifically addressable, DAI and interactive for linear and cross platform. That great experience prepared me for my new role of driving Cross MediaWorks' strategic goals in advanced advertising.

Emmy's Tech Recognition: Comcast, DigitalSmiths, Jinni and ThinkAnalytics scored Emmys in the Tech & Engineering category as a result of their work in the "Personalized Recommendation Engines for Video Discovery" category. The companies will be honored at the 66th annual Technology and Engineering Emmy Awards on Jan 8 at the International Consumer Electronics Show in Las Vegas.

SundanceTV: Cable nets like **SundanceTV** are using an augmented reality experience to promote their latest programs. As part of the campaign for its new original drama series "The Honorable Woman," the net tapped **Layar's** app that enables viewers to hold their smart phones or tablets over images on sundance.tv or on **Facebook** to trigger clues to upcoming eps and commentary on the action.

Arris Scores Another Polish Client: Following its recent contract with Polish ISP **Multimedia Polska Group**, **Arris** landed another Polish service provider deal, providing its E6000 Edge Router for the country's MSO **Netia** to offer HSI and TV services. Based on the Converged Cable Access Platform specification, the router aims to let Netia optimize IP content delivery and to deploy DOCSIS and multimedia services.

Editor's Note: The latest tech innovation is among topics that will take center stage at the TV Innovation Summit in NYC on Sept 18. More info at cablefax.com

Got tech news? Reach out to Cablefax Tech editor Joyce Wang at jwang@accessintel.com

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