

Cablefax Daily™

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What the Industry Reads First

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Oldies But Goodies: TCM Proves Classic Doesn't Mean Stagnant

It's been about 6 months since Jennifer Dorian took on the role as gm of Turner Classic Movies. It's more than a network, as the upcoming TCM Classic Film Festival demonstrates (March 26-29). Last year, the festival drew 26K attendees for 104 events. With the festival now in its 6th year, the number is expected to grow. This year's event, themed "History According to Hollywood," has 78 feature films on the agenda, including 13 premiere restorations (the most the festival has had to date). We spoke with Dorian about what she's learned and how TCM aims to be a home for movie lovers (her favorite film, by the way, is Norma Rae). **What's surprised you most since becoming gm?** The deep knowledge and movie aficionados that are on staff at TCM. I always knew that they were movie fans and into the genre, but I kept meeting people who studied film in college or worked for the such and such festival. I did a survey, and 69% of our staff has a degree in film studies. It's a really deep, passionate expertise. **You're tasked with portraying TCM as a preeminent lifestyle brand. What does that entail?** In 2007, I was working at Turner in a strategy role for 4 networks—truTV (then Court TV), TBS, TNT and TCM. When I turned my attention to TCM, it always jumped out at us that our fans wanted to share their passion and have more interaction with each other that went beyond just viewing movies. We sort of hatched the lifestyle strategy 7 years ago. Our first ideation and business development included ideas like a TCM casino, a TCM restaurant, a TCM festival, a TCM cruise. Right from the get-go, we all thought the festival seemed like a homerun idea. [TCM also has launched a cruise and a tour for movie lovers]. **Do things like the festival or the cruise make a financial impact, or is it more of a branding initiative?** It's definitely multi-dimensional. Our mission is to share and celebrate the entire spectrum of films with an engaged community of movie lovers. Everything has to pass that test first—would a movie lover be excited about this? Secondly, it does help the brand have PR and relevance for the modern movie lover. And thirdly, some of them are profit generators, which helps us make stronger investments in content. **Is the commercial-free model safe?** Yes. We're definitely committed to presenting movies in the form they were originally intended to be seen—uncut, commercial free and in their original spectrum ratio. I think that's a big part of the magic of TCM, and it makes us different. When you're immersed in our world, you're

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Questions: Mary-Lou French 301-354-1851 • mfrench@accessintel.com

Sponsorships: Rich Hauptner 203-899-8460 • rhauptner@accessintel.com

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not interrupted. It certainly matters to our distributors. **With the word Classic in the title, some might think that means you'd eschew things like VOD, TV Everywhere, digital. But that's not the case, is it?** We are as much, if not more, obsessed with on demand viewing opportunities that technologies offer. Since we are commercial-free, we have no down side. Whether people watch us on linear or they watch us on our time-shifted Watch TCM app... It's very highly rated in the Apple store. We have year-round some of the highest monthly usage because we're always offering refreshed content, and it's not driven by sports or a seasonal cycle. It's very important we keep exploring on demand platforms.

Privacy Around Cloud: As usage of cloud technology expands, stronger safeguards for information stored in the cloud would allow media companies to better leverage the technology, a paper by the **Media Institute** says. The nonprofit aims to foster a competitive media and communications industry, freedom of speech and better journalism. Outdated provisions in the Electronic Communications Privacy Act of 1986 (ECPA) didn't contemplate the rise of off-site data storage, said the paper's author *Kurt Wimmer*, a partner with law firm **Covington**. That means government agencies have relatively easy access to personal emails and other sensitive information stored in the cloud longer than 6 months. "This vulnerability has left many media organizations reluctant to adopt cloud computing, which offers a broad range of advantages including more efficient movement of information across platforms and significant cost savings," said Wimmer. The recently introduced Law Enforcement Access to Data Stored Abroad Act (LEADS), co-sponsored by Sen *Dean Heller* (R-NV), would remedy the shortcomings of ECPA and provide "the common-sense safeguards needed by news operations to maintain the trust of confidential sources," according to Wimmer, a member of the Board of Trustees at the Media Institute. Tech companies and groups including **Cisco, Apple**, and the **Telecom Industry Association** generally support the bill, which will require a warrant to access stored content irrespective of how old the content is, among other things.

Meredith-Katz Ink Deal: Under a new distribution agreement, the 1st between the companies, **Meredith Corp** will carry the 3 emerging **Katz Broadcasting** nets, **Grit, Escape** and **LAFF**, in 5 markets. As part of the deal, Meredith will launch Grit in Atlanta on **WGCL-TV**. Escape will be launched in Portland, OR on **KPDX-TV**, Hartford, CT, on **WFSB-TV**, Greenville, SC, on **WHNS-TV** and Las Vegas, on **KVVU-TV**. LAFF will be launched in Portland, OR on **KPTV-TV** and Hartford on **WFSB**. With the new distribution, action-oriented Grit will be in 78% of the country, Escape, which targets women 25-54, will be in 58% and comedy-driven LAFF, which will debut on April 15, will be in 50%.

Canada Goes A La Carte: Canadians will see skinny TV bundles next year thanks to a decision by the country's telecom cable regulator last week. Under the new rules, viewers can subscribe to a \$25 per month basic TV service that includes local and regional over-the-air channels as well as public interest and education channels. And rather than having to purchase bundled tiers, subs can pick and add additional programming packages that are "reasonably priced," according to the **Canadian Radio-Television and Telecom Commission**. The country's TV providers will be required to offer the skinny basic service by the end of 2016.

Programming: Lifetime's docu-series "Jump!" debuts April 10. The series features one of the country's top jump rope teams, Floyd-Little Double Dutch, as they compete to defend their championship titles. -- **DIY** announced another celeb title, "Building Belushi," following *Jim Belushi* and his team of experts as they build a riverfront cabin in Eagle Point, OR. It debuts later this year. -- **DirectTV** debuts "The Fighting Season," a 6-ep docu-series created by *Ricky Schroder*, on May 19 on its **Audience Network**. The series documents the US Army in Afghanistan in 2014 as the troops worked to ensure the country's Democratic election process was upheld.

People: *Sharon Otterman* was named **MSG's** evp and chief marketing officer effective April 20. She was most recently svp and chief marketing officer for **MSNBC** and **NBC News**.

Faxies: Fri, March 20, is the deadline for **Cablefax's** Faxies Awards, which honor outstanding communications initiatives in marketing and PR. Categories include Best Marketing Campaign and PR Team of the Year. Enter today at cablefax.com.

Cablefax Week in Review

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	86.25	1.26%	(0.52%)
DISH:	DISH	73.41	(0.56%)	0.71%
ENTRAVISION:	EVC	6.86	1.93%	5.86%
GRAY TELEVISION:	GTN	14.42	2.71%	28.75%
MEDIA GENERAL:	MEG	16.58	9.15%	(0.9%)
NEXSTAR:	NXST	57.17	0.62%	10.39%
SINCLAIR:	SBGI	31.22	13.69%	14.11%

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	18.68	1.47%	(9.5%)
CHARTER:	CHTR	189.01	(1.11%)	13.44%
COMCAST:	CMCSA	59.45	0.68%	2.48%
COMCAST SPCL:	CMCSK	59.15	0.78%	2.74%
GCI:	GNCMA	15.28	9.38%	11.13%
GRAHAM HOLDING:	GHC	1085.05	0.50%	25.63%
LIBERTY BROADBAND:	LBRDA	54.15	(2.03%)	8.11%
LIBERTY GLOBAL:	LBTYA	53.25	2.42%	6.05%
SHAW COMM:	SJR	22.72	(0.96%)	(15.82%)
SHENTEL:	SHEN	32.59	9.92%	4.29%
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TIME WARNER CABLE:	TWC	157.87	1.87%	3.82%

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	35.30	3.76%	(8.1%)
AMC NETWORKS:	AMCX	75.17	5.03%	17.88%
CBS:	CBS	63.35	3.97%	14.47%
CROWN:	CRWN	4.08	16.57%	15.25%
DISCOVERY:	DISCA	32.45	(1.9%)	(5.81%)
DISNEY:	DIS	108.43	1.87%	15.12%
GRUPO TELEVISIA:	TV	34.34	0.15%	0.82%
HSN:	HSNI	68.74	2.84%	(9.55%)
LIONSGATE:	LGF	33.66	1.20%	5.12%
MSG:	MSG	79.85	2.12%	6.10%
SCRIPPS INT:	SNL	71.50	(0.57%)	(5.01%)
STARZ:	STRZA	34.34	1.78%	15.62%
TIME WARNER:	TWX	87.89	4.52%	2.89%
VIACOM:	VIA	70.11	2.57%	(7.14%)
WWE:	WWE	16.49	(1.14%)	33.63%

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.34	(2.9%)	(4.1%)
AMDOCS:	DOX	53.99	4.51%	15.71%
AMPHENOL:	APH	60.05	3.62%	11.60%
AOL:	AOL	40.52	5.00%	(12.24%)
APPLE:	AAPL	125.90	1.87%	14.06%
ARRIS GROUP:	ARRS	31.18	4.63%	3.28%
AVID TECH:	AVID	15.02	2.67%	5.70%
BLNDER TONGUE:	BDR	1.71	0.59%	(36.43%)
BROADCOM:	BRCM	46.00	3.91%	6.16%
CISCO:	CSCO	28.44	1.79%	2.23%
COMMSCOPE:	CTV	26.77	2.02%	4.41%
CONCURRENT:	CCUR	6.72	(0.59%)	(5.22%)
CONVERGYS:	CVG	22.68	3.85%	11.34%
CSG SYSTEMS:	CSGS	30.21	3.18%	20.50%
ECHOSTAR:	SATS	51.90	1.47%	(1.14%)
GOOGLE:	GOOG	560.36	2.38%	6.45%
HARMONIC:	HLIT	7.63	0.66%	8.84%

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	31.31	(5.66%)	(13.72%)
INTERACTIVE CORP:	IACI	68.29	0.46%	12.34%
JDSU:	JDSU	13.90	1.98%	1.31%
LEVEL 3:	LVT	55.40	1.82%	12.19%
MICROSOFT:	MSFT	42.88	3.62%	(7.69%)
NETFLIX:	NFLX	428.30	(2.3%)	25.38%
NIELSEN:	NLSN	43.88	3.03%	(1.9%)
RENTRAK:	RENT	57.47	5.55%	(21.08%)
SEACHANGE:	SEAC	7.87	4.24%	23.35%
SONY:	SNE	27.91	5.08%	36.35%
SPRINT NEXTEL:	S	4.95	(3.32%)	19.28%
TIVO:	TIVO	10.61	(0.28%)	(10.39%)
UNIVERSAL ELEC:	UEIC	56.53	1.36%	(13.07%)
VONAGE:	VG	4.87	6.80%	27.82%
YAHOO:	YHOO	45.03	5.05%	(10.84%)

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	33.23	1.43%	(1.07%)
CENTURYLINK:	CTL	35.30	2.56%	(10.81%)
TDS:	TDS	26.27	3.59%	4.04%
VERIZON:	VZ	49.56	1.47%	5.94%

Company	Ticker	3/20 Close	1-Week % Chg	YTD %Chg
MARKET INDICES				
DOW:	DJI	18.00	(99.9%)	(99.9%)
NASDAQ:	IXIC	5026.42	3.17%	6.13%
S&P 500:	GSPC	2108.06	2.66%	2.39%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS				
COMPANY		CLOSE		1-WK CH
1. CROWN:	CRWN	4.08	16.57%	
2. SINCLAIR:	SBGI	31.22	13.69%	
3. SHENTEL:	SHEN	32.59	9.92%	
4. SHENTEL:	SHEN	32.59	9.92%	
5. GCI:	GNCMA	15.28	9.38%	

THIS WEEK'S STOCK PRICE LOSERS				
COMPANY		CLOSE		1-WK CH
1. DOW:	DJI	18.00	(99.9%)	
2. INTEL:	INTC	31.31	(5.66%)	
3. SPRINT NEXTEL:	S	4.95	(3.32%)	
4. ADVANTAGE:	AEY	2.34	(2.9%)	
5. NETFLIX:	NFLX	428.30	(2.3%)	



Wednesday, March 25, 2015

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