

EXTRA[®]

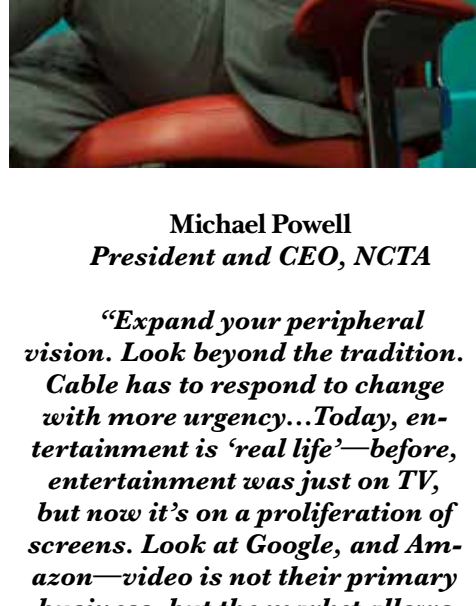
SHOW DAILY
INTX - CHICAGO WEDNESDAY, MAY 6, 2015

SOUND BITES FROM INDUSTRY GURUS RIFFING ON THEIR INTERSECTING FUTURE



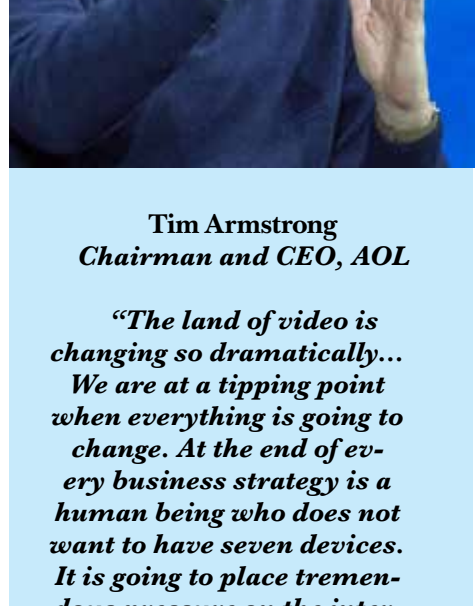
Brian Roberts
Chairman and CEO,
Comcast

"There will always be an integral home theater...but there is enormous competition among ways to distribute...and that is good for content creators. This is a golden age for content. ...Advertising is strong, but there is no question that viewing habits are changing...We're all chasing how best to have brands reach consumers...Data is a great resource to allow us to know more about our customers."



Michael Powell
President and CEO, NCTA

"Expand your peripheral vision. Look beyond the tradition. Cable has to respond to change with more urgency...Today, entertainment is 'real life'—before, entertainment was just on TV, but now it's on a proliferation of screens. Look at Google, and Amazon—video is not their primary business, but the market allows them to take risks...Cable can make a quality experience possible. With 102 million multichannel subscribers, it is not going to dwindle to a handful overnight."



Tim Armstrong
Chairman and CEO, AOL

"The land of video is changing so dramatically... We are at a tipping point when everything is going to change. At the end of every business strategy is a human being who does not want to have seven devices. It is going to place tremendous pressure on the internet and cable companies. The companies that are in trouble are the ones who do not see change as a weapon."



Peter Chernin
Chairman and CEO,
The Chernin Group

"We are at an intersection. The trend is toward emphasis on brands. Brands are developing enormous value. Many cable channels are simply aggregation mechanisms and might not do as well. There is no question that brands have resonance worldwide where people are young and well connected. In India and Indonesia, there are a gazillion consumers...and they won't be sitting in front of a TV."

FULL STOP AHEAD

CHICAGO, along with more than 20 participating companies, will showcase TV Everywhere offerings, ease of sign-on and new measurement and monetization models throughout INTX at its TV Everywhere Intersection, Booth 1735.



TODAY'S HIGHLIGHTS

Registration 7:30 am - 6 pm
General Session 10-11:25 am
** Keynote: Thomas Wheeler, chairman, FCC
** Panel: James Dolan, CEO, Cablevision; Pat Esser, president, Cox Communications; Michael Fries, president & CEO, Liberty Global; and Tom Rutledge, president & CEO, Charter Communications
** Panel: Matthew Blank, chairman & CEO, Showtime Networks; John Landgraf, CEO, FX Networks & FX Productions; Josh Sapan, president & CEO, AMC
INTX Marketplace 11:30 am - 6 pm
INTX Talks: Conversations and Perspectives 11:45 am - 5:30 pm
Live from Imagine Park 11:45 am - 5 pm
NCTA Vanguard Awards
Lunch and Ceremony Noon - 2 pm
(Separate ticket purchase)
INTX Marketplace Happy Hour 5-6 pm

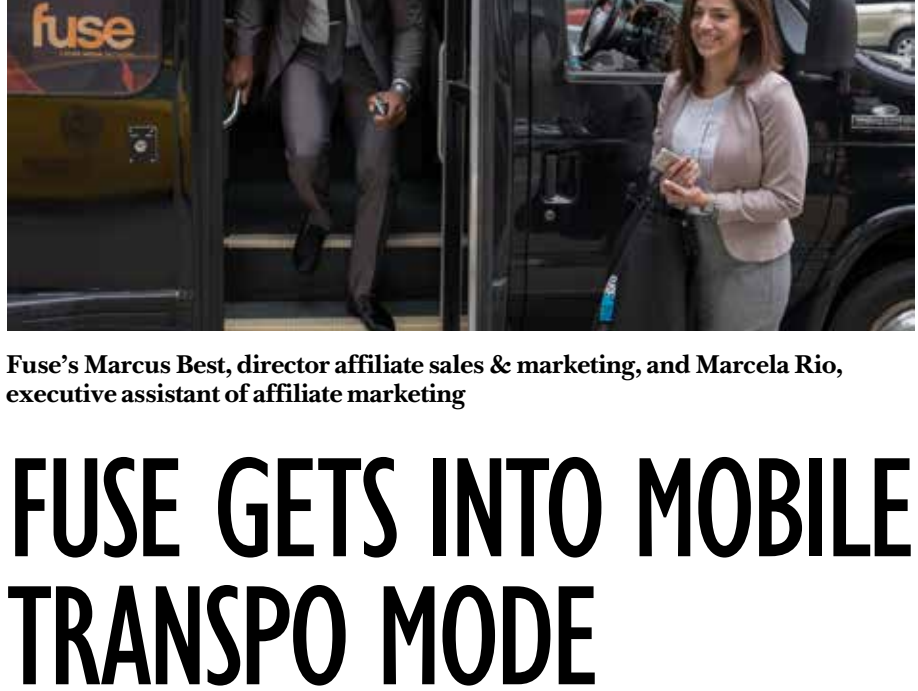
PLAYING HOST TO ORIGINALS

A festive cocktail party played out atop the roof at the Wit with hosts Crown Media family of talent and execs celebrating some headlines at INTX. From James Denton, of Hallmark Channel's original scripted primetime series, *Good Wives*, Alison Sweeney, of Hallmark Movies & Mysteries' original movie, *Murder, She Baked: A Chocolate Chip Cookie Mystery*, and Crown Media Family Networks' Bill Abbott, president and CEO, and Michelle Vicary, executive VP, programming and network publicity.

Sends the team had a lot to celebrate—what with the Saturday premiere of *Murder, She Baked*...posting a record audience as the network's most-watched and highest-rated movie debut in network history, with a 1.6 HH rating and 1.1 million total viewers. The movie was also part of the network's most-watched week of all time. Additionally, it becomes Hallmark Movies & Mysteries' most social movie premiere on Twitter, generating the highest unique audience of any new original in network history.



Photo credit: Tyler Furlan



Fuse's Marcus Best, director affiliate sales & marketing, and Marcela Rio, executive assistant of affiliate marketing

FUSE GETS INTO MOBILE TRANSPORATION MODE

Fuse Media, which recently announced its programming will extend beyond music to include a mix of comedy, culture and lifestyle programming is getting into the transportation business. Well...at least in Chicago during INTX. The network is unveiling the "FUBER," a Fuse-branded Uber. For use as transportation to affiliates' executive meetings, the FUBER comes fully-equipped with a plasma-screen to show network partners new and existing content. It will also be used to shuttle network clients to meetings around the Chicago area. Quips Fuse senior VP affiliate sales and marketing Judi Lopez, "Fuse Media has found yet another platform to take TV literally everywhere." Hmmm...wonder how the Chicago Taxi & Limousine Commission might feel about this new addition to the fleet?

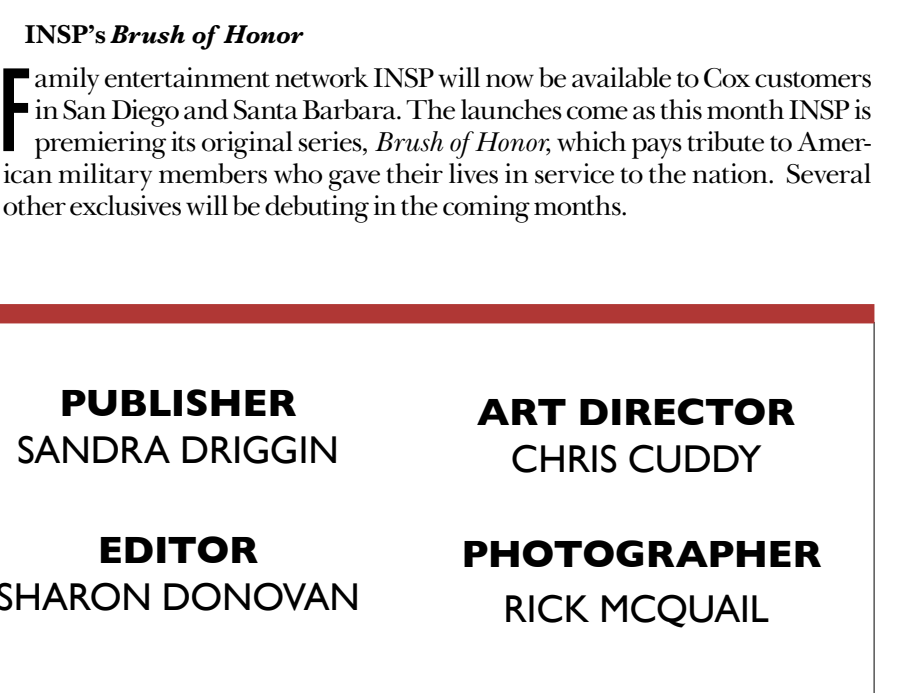
FIRST LOOK PHOTOS FROM SET

THE STARZ original series *Ash vs Evil Dead* began production this month in New Zealand on the 10-episode first season of the half-hour series executive produced by Sam Raimi, Rob Tapert, Bruce Campbell, the original filmmakers of the franchise, and Craig DiGregorio who will serve as executive producer and showrunner. *Ash vs Evil Dead* is the long-awaited follow-up to the classic horror film franchise, *The Evil Dead* and is set to premiere on STARZ in fall 2015.

Campbell will be reprising his role as Ash, the stock boy, aging lothario and chainsaw-handed monster hunter who has spent the last 30 years avoiding responsibility, maturity and the terrors of the Evil Dead. When a Deadite plague threatens to destroy all of mankind, Ash is finally forced to face his demons—personal and literal. Destiny, it turns out, has no plans to release the unlikely hero from its "Evil" grip.



STARZ's Sam Raimi, Rob Tapert and Bruce Campbell



INSP's Brush of Honor

Family entertainment network INSP will now be available to Cox customers in San Diego and Santa Barbara. The launches come as this month INSP is premiering its original series, *Brush of Honor* which pays tribute to American military members who gave their lives in service to the nation. Several other exclusives will be debuting in the coming months.

EXHIBIT FLOOR OPENS TO MUCH FANFARE



PIONEERS ARE FOUNDATION OF CABLE CONTRIBUTIONS

Careers spanning 30 years and more tell the backstory of 2015's class of Cable TV pioneers. The pioneers' accomplishments were in the spotlight at the Cable Center's annual Cable TV Pioneers banquet at the iconic Palmer House.

One of the careers reflected the risk of family startup enterprise, while others are testimony to the critical contribution of technology. Additionally, this year's pioneers served in operations, sales and marketing, government affairs, creative services and public relations, advertising and finance.

Today, they continue to serve their respective communities with the leadership they honed in a lifetime of service to the cable industry.

The 2015 roster includes:



Patricia Jo Boyers
John E. Dahlquist
Larry W. Eby
Thomas J. Gorman
Andrew T. Heller
Kenneth L. Kaer
Mary "Sam" Klosterman
David L. Lorenzi

Andrew L. McCarthy
Douglas W. McCormick
Bob Ryan
Josh Sapan
Joseph Schramm
Mark Stephan
Alex Swan
Steven E. Wilkerson



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