



BREAKING ENTERTAINMENT NEWS AND ALL THE RULES!



EXTRA[®]

SHOW DAILY

NATPE • MIAMI BEACH

MONDAY, JANUARY 28, 2013

GROWTH SPARKS NATPE

In addition to double-digit overall gains in attendance, NATPE is hosting more than 1,000 domestic and international buyers to the milestone 50th Anniversary—the highest number in more than five years, according to NATPE officials. With the theme of moving “Beyond Disruption,” the 2013 market and conference convenes TV, technology and advertising leaders to also reimagine the business models of the future.

SEE GROWTH, P. 8

HEARTY PARTY IN MIAMI

BY CHARLOTTE LIBOV

NATPE is all about building relationships, and if there's a better way to do that than boogying on the dance floor with a toast to this and that, we don't know about it. Get ready for some heavy celebrating this year—especially it being the 50th anniversary and all.

Passing the half-century mark is, er, a timely theme for a party, and no one does

SEE PARTY, P. 8



PHOTO BY ALEX MATTEO

A breath of fresh air awaits NATPE-goers this week as Miami's magical ambiance takes hold. Two of NATPE's VIPs were on hand Sunday—right, Rod Perth, NATPE's new president, and Lew Klein, left, founder of the NATPE Educational Foundation—to get a jump on their respective agendas. More about Perth's take on NATPE 2013, see story at right; more about Klein and his decades of NATPE connections, p4.



RENEWED FOR YEAR TWO!
THE #1 NEW FIRST-RUN SHOW (A18-49)



CHANGE KEY TO FUTURE

BY CHARLOTTE LIBOV

As NATPE marks its milestone 50th anniversary, there will be some nods to the past, of course, but the focus of those converging this week is squarely on the future, as they anticipate the sea changes going on within the industry.

This year also marks great change within NATPE as well, as veteran TV executive, entrepreneur and

SEE FUTURE, P. 8

at deadline

MGM Television has been selected as a syndication partner by *RightThisMinute*, the syndicated broadcast program that brings viewers the latest breaking videos and news of the web. The show is expanding its national reach after consistently strong ratings performances in its first two seasons.

Dish Nation, the half-hour entertainment news program featuring the leading drive-time personalities from across the nation, has been renewed on the FOX Television Stations. It will also return on Sinclair, Tribune, Cox, Meredith and Lin stations.

HEARTY PARTY COMES TO MIAMI!

CONTINUED FROM P.1



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a party, and no one does it better than NATPE, said president and CEO Rod Perth. "There will be parties on the market floor every single night," he said, adding, "It's the holistic approach—we want people to come to NATPE because it's important for their business or careers, but we also want them to have a killer great time in the great NATPE tradition."

The fun started Sunday with the Greater Miami

Convention and Visitor's Bureau's "welcome back" cocktail soiree. Folks lounged by the pool and toasted each other at the neighboring Eden Roc Renaissance hotel from 6-8 p.m. It was not lost on this crowd that "Rat Pack" legends Frank, Sammy and Dino made this their second home.

Tonight—from 6-8 p.m.—the action shifts to the Fontainebleau's swank pool deck featuring a classic "Moon Over Miami" night. One of Hollywood's most iconic pools, it played a role in the Frank Sinatra film *Hole in the Head* and *Goldfinger*.

If health is top o' mind, stop in first for a quick nip at the Fontaine Ballroom, where Veria Living, the 24/7 health and wellness TV network, is sponsoring its first NATPE cocktail party, with execs GM Paul Cestari and CMO Michael Snyder front and center from 5:30-6 p.m.

CBS TV Distribution folks are throwing an invitation only shindig tonight at the Delano's Red Room in honor of Arsenio who will be on hand with senior execs Armando Nunez and Joe DiSalvo—and station

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Stand by for the big blowout Tuesday night when NATPE throws itself a wingding of a 50th Anniversary party. The theme—"50 and Still Fabulous"—plays out at Nightclub LIV, the Fontainebleau's ultra-posh, ultra-hip and ultra-exclusive nightclub. The music features *Fitz & The Tantrums* named by Rolling Stone as a "2011 Band to Watch." The gala may start at 10 p.m., but who knows what time it will end. The NATPE 2013 badge serves as admission.

There are also private soirees on tap. Jason Priestley, who stars in the critically acclaimed dark comedy *Call Me Fitz* from **Entertainment One (eOne)** was all aboard partying last night at the SoHo House. Even if you weren't in on this gathering, put the SoHo House on your go-to radar, because this ultra-hip hotel, restaurant and meeting place is one of South Beach's hottest spot.

With the range of pomp on tap, the array of NATPE parties lives up to the festivities of past events and more than exceeds this organization's threshold for "killer"

GROWTH SPARKS NATPE CHANGE KEY TO FUTURE

CONTINUED FROM P.1

Station groups and independent station owners also are attending in force. Top executives representing more than 30 station groups and independent station owners are on hand, in addition to the long list of prominent independent distributors, producers, networks and program representation firms covering all platforms.

New additions to the conference lineup include more than 40 percent of speakers representing the world of digital content—a vital constituency relevant to every segment of the content business. This year's slate of speakers showcase keynote speaker Mark Cuban, co-Founder/chairman, AXS TV; Ross Levinsohn, CEO, Guggenheim Digital Media; Alex Carloss, global head of Entertainment Partnerships, YouTube; Howard Stein, head of entertainment strategy, Facebook; Rob Barnett, founder/CEO, My Damn Channel; Jordan Levin, CEO, Generate and President, AlloyDigital; Eric E. Anderson, VP Content & Product Solutions, Samsung Electronics; Michael Kasan, Chairman and CEO, MediaLink LLC; Neil Bedwell, Global Head of Digital, The Coca-Cola Company; Janet Balis, publisher, The Huffington Post Media Group; Larry Tanz, CEO, Vuguru; Adam Besserman, director, West Coast Development, Yahoo!; Chet Kanojia, founder & CEO, Aereo; and Mark Ghuneim, CEO, Trendrr.

The Storytellers track features Pam Veasey, executive producer, CSI: NY/ Green Eggs & Pam Productions, and Wendy West, executive producer, Dexter, for a conversation moderated by Brian Seth Hurst, CEO, Opportunity Management.

A new panel in the Game Changers track, Executive Outlook: Broadcast CEOs on the Big Picture, highlights Emily Barr, president & CEO of Post-Newsweek Stations; Bill Hoffman, executive VP, Cox Media Group; Brian Lawlor, senior VP, Television at E.W. Scripps; and Deborah McDermott, president-CEO, Young Broadcasting.

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Indeed, this year's conference gives attendees the opportunity to reflect on the past, but also concentrate on how the industry has changed and where it's going, said Jordon Levin, returning co-chairman.

"This is a really exciting anniversary for us because it allows us to really pull together the whole concept of where NATPE has been, where it's going and to use it as a pivot point to reflect on change not only in our business but also in our conference," said Perth.

"Originally, NATPE was conceived as a television marketplace and that was a very robust market until consolidation and vertical integration undermined some of its robustness and NATPE began to be perceived somewhat traditional and, to some degree, less relevant than it had been in the past. People forgot how revolutionary and forward thinking NATPE had been," he said.

But especially now, NATPE remains at the forefront of change, Levin stressed. Over the course of the past few years, it has evolved into a content-centric marketplace that is not focused around a particular platform, but has become formed around eco-systems of content, which is more expansive than anytime in the past. "NATPE overall has undergone a pretty aggressive, almost radical transformation, and now people do think about it as content first," Levin added.

And there will be ample opportunity to explore all those changes this week, Perth said. "The big news is that we have some 200 amazing talks and panels here. We are poised to be the bridge between content creation and monetization, between the worlds of Hollywood, and between the international world and the digital world," Perth said. "Even if you are a local TV station in Tampa, FL, or in Oshkosh, WI, the digital world is having a tremendous impact on you. So by no means are we turning our backs on television networks, syndicators, or others in the business. We embrace them, but we also embrace every one of these more traditional linear businesses that are dealing with the challenge and the impact of technology," he said.

But change won't be the only talking point. There will also be technological innovation in evidence right on the conference floor, says Perth. "Everything about the experience this year will be different," he said. "We have invested in a spectacular market app, which you can upload onto your mobile phone or iPad. You'll have every activity, every meeting, contact info, maps, reminders, and all of this will be pushed out to you," he said.



FIVE MINUTES WITH... LEW KLEIN



President and founder of the NATPE Educational Foundation

By Victoria Nemzoff

Editor's Note: A perennial and much revered NATPE booster, NATPE Educational Foundation founder and president Lew Klein took part in the TV industry's birth more than 60 years ago, as he segued from positions such as an assistant cameraman for the American Bandstand telecasts to producing Philadelphia Phillies baseball game telecasts for 14 years. He has been committed to youth educational opportunities since the foundation's launch in 1978 and has been on the faculty at the University of Pennsylvania and Temple University for more than 49 years.

What advice can you share with the incoming industry executives as they gain success in the field?

Well, I see so many in the industry more concerned with the delivery of the message, than the content and quality. I think there has to be encouragement from the programmers, for them to seek worthwhile, quality programs, not just seek programs that are expedient. People are so consumed with how they can deliver the programs, how they can make them more mobile, we've lost the thoughtfulness of what the programs are. What disturbs me most are moves I see to create vehicles that are easier, less expensive to produce. They're not seeking more creative, thoughtful niche programming that can appeal to a smaller group.

What was your motivation as you entered the industry, in its developing years?

Back when I started 60 years ago, it was pretty much a clean slate. You could do anything and even suggest anything, share an idea and management would listen. It was a far easier time, with far less money involved, so you could experiment, try new things and the opportunity to fail was much greater. It wasn't the "end-all"—You saw it in the small shows that were produced back then, the puppet variety, cooking and music. You could never do anything like that today on regular TV, the time is so valuable. Back then, there were only 300 television sets in use in the Philadelphia area, so if you had an idea and it failed, not as many people would see it!

What new tech advancements surprise you the most, coming from a TV background?

With the 500+ cable channels, the economics of producing a program for a smaller audience just are not viable anymore. In many instances, they can't afford to do these niche shows. I do think

that blogging, Yahoo and other new technologies actually give creative people the opportunity to produce their own projects, share their talents and people will take notice. They'll get great opportunities from their willingness to work on their own. Some will be recognized and find success. TV producers, station owners and others are in a position to recognize these forums and technologies and be receptive to what's being created.

How important do you find 'giving back' and motivating youth in today's society?

I think it's one of the primary goals of my life. I realize that the timing when I got into a business, when it was starting, that I was fortunate. When it was expanding, you could experiment, do anything, even fail. So I appreciate that I came along when it was easier to get a job, get ahead and express yourself. Because of that, I feel college professors have the power to encourage kids and their new ideas. I started out as an assistant cameraman on American Bandstand and

back then, you could share your ideas and the management would listen—might even give it a try. That sort of thing can be very difficult these days. Most might not even have the chance.

As multi-faceted as you are, what hobbies do you pursue in your 'free' time?

My wife and I love to travel, I like a good game of tennis and we enjoy our family. Our free time is some of the activities we regard as 'fun'—we're near a big city (Philadelphia), able to enjoy all that has to offer, but we're still in a small community (Rydal, PA), able to enjoy the quieter suburban aspects.

What makes a NATPE a sizzle experience for you?

Aside from the business aspect, what I love about coming to NATPE every year is seeing everyone. We've made some truly good friends over the years and we don't get to see them all the time. These chances to spend time with them are so valuable.



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EXTRA EXTRA's press room at NATPE is located in the Bubble Room at the Fontainebleau Hotel.

Email news and announcements to Sharon Donovan at extraextrashow-daily@gmail.com. Daily deadlines are at 3 p.m.

For advertising sales, contact Sandra Driggin (Cell, 617-212-4000).

SHOWBIZ

NATPE is known for variety but this year's offerings go well beyond the norm with an array of offerings designed to delight audiences of any age and demographic. They range from shows with familiar faces to programming that educates while it entertains. And, with the popularity of reality shows, there is one groundbreaker that was bound to happen – the first reality show that focuses on the animators who make us laugh! You'll find talk shows, game shows, and lots of choices to build a sparkling schedule. There's plenty of new technology to aid in production services as well.



Jason Priestley stars in *Call Me Fitz*, the long-running hilarious dark comedy

NOT GONE, AND DEFINITELY NOT FORGOTTEN

Entertainment One (eOne) That very familiar face at this year's NATPE belongs to award-winning actor Jason Priestley, of *90210* fame, who's here to champion his hilarious dark comedy series, *Call Me Fitz*. The critically acclaimed series follows the misadventures of Richard "Fitz" Fitzpatrick (Jason Priestley) as he battles his inner conscience, Larry (Ernie Grunwald), an offbeat do-gooder intent on healing Fitz's mangled psyche, one hilarious disaster at a time. The series airs in 82 countries around the world and picked up seven Gemini Awards (nominated for 16) last fall. The season 3 finale recently aired on HBO Canada and DIRECTV's Audience Network and Season 4 is currently in production.

EXHORTING, EXPORTING SPAIN'S ROYALTY

Televisión Española (TVE) (Booth 233) NATPE will once again be a showcase for Televisión Española's programming, including *Isabel*, TVE's major historical drama that recreates the rule of Isabella the Catholic, one of the most important women in Spain's history. This primetime TV series tells, at a gripping pace, one of the most significant episodes in Spanish history. The most successful premier series in Spain, *Isabel* will be seen in countries including Russia and Uruguay with Italy, France and Mexico in negotiations.



Queen Isabel is the centerpiece of TVE's primetime historical drama

SOUTH OF WHAT BORDER?

Globo (Tresor Tower, suite 2906) brings its exciting array of telenovelas, romantic comedies, music specials, documentaries and adventure shows to NATPE, which is sure to please Latin American viewing audiences. Chief among them is *Brazil Avenue*, a dynamic, lifelike, and modern telenovela that reveals how blind ambition and inflicted cruelty can change the course of a life.



A scene from *Brazil Avenue*, Globo's compelling telenovela.

Another audience pleaser is *Sparkling Girls*, which centers around three young and beautiful, hard-working housekeepers who reach stardom instantly when an online video clip of them singing surprisingly becomes a hit.

But it's not only romance; Globo also brings adventure programming, such as *Extreme Planet*, which, in its second season, returns with many more thrills, new challenges and adrenaline rushes in four breathtaking episodes.

INNOVATIVE PLATFORM

ERREQUERE (Booth 325), which is an innovative platform for the marketing and distribution of audiovisual contents via internet, will be

on hand to demonstrate the value added services it brings to production companies. It's also involved with commercial coverage to the associated content generators, empowering the catalogue of works already existing of companies like Caracol TV, Winter Channel, Garage TV, Miami TV, Video Mercury de Enrique Cerezo, Private, ITeK Godelia, Vealia Multimedia, among others.



ERREQUERE demonstrates its value-added service offerings

NO, REALLY...IT'S FUNNY BUSINESS AS USUAL

A &S Animation (Booth 262) This Orlando-based studio, owned by Emmy winner Mark Simon, is bringing their first reality show, *Funny Business*, to NATPE. *Funny Business* focuses on the world's most famous cartoonists, whose cartoons are enjoyed by more than a billion readers in newspapers throughout the world daily. Simon developed *Funny Business* with one of his childhood heroes, Jim Davis, who brought us the world's most well known lasagna-eating cat, Garfield, in order to celebrate the geniuses behind some of the most famous characters in the world. Several other cartoonists featured in *Funny Business* are among the most widely-loved creators of our favorite daily funnies: Mort Walker, who created the ultimate slacker army private, Beetle Bailey; Mason and Mick Mastroianni, who conjure up the Wizard of Id and the prehistoric B.C.; and Mike Peters, who summons Mother Goose and Grimm, along with cutting political cartoons, to life every day.



Garfield creator Jim Davis, his wife Jill, and *Funny Business* creator Mark Simon

NOW'S YOUR BIG CHANCE!



Reviewing pitches at SellYourTVConceptNow

SellYourTVConceptNow (Booth 632). Of course, at NATPE, it's all about making your pitch, so that's why **Sell Your TV Concept Now** will be on hand to offer a unique opportunity for selected producers to test their live pitch before industry experts who can help perfect it.

VARIETY IS SPICE OF YOU KNOW WHAT

A &E Networks (Tresor, Floor 15, Suite 2 - 1509/2-1511 epitomizes the term "variety," just in the offerings it brings to NATPE alone. New programming abounds, to educate, engage and amuse, including *Mankind: The Stories of All of Us*, an epic tale that draws on the style of action movies to dramatize key turning points in the story of mankind, stepping stones in our journey from hunter-gatherer to global citizen. There are eight hour-long programs available, the same as for *The Men Who Built America*, which traces riveting stories of industrial titans, including Rockefeller, Carnegie, Astor, Ford, and Morgan, men who built the American Dream. But it's not all serious, not by a long shot—for instance, there's *Prank My Mom*, which follows mischievously good-natured kids as they pull outrageous pranks on their moms, and speaking of moms, they manage their kids in *Abby's Ultimate Dance Competition*.



Kids — and their mom managers — are the focus of this Dance competition.

AROUND THE WORLD IN 400 HOURS



Travelxp HD | High Definition Travel Channel brings footage from exotic locales around the world.

Travelxp HD | High Definition Travel Channel (Booth 203) brings 400-plus hours of high quality Full HD content spanning more than 30 hours (and counting). Travelxp HD is distributed in India across all major platforms, with shows syndicated to major television networks across the world. Currently also available in Hindi language feed, the company plans to launch the service in six international and six more Indian languages with dedicated feeds to the Middle East and North Africa, Europe and America.

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The Fontainebleau Hotel is the stunning setting for the 2013 NATPE conference.

Nashali Enchautegui, Millie Ruperto, Darlene Vazquetelles and Haylis Cordova, cast of People TV International's *Salsa & Flavors*

Scene & Heard



Sunday was a busy day for registration as NATPE attendees began pouring in.

Sunday may typically be a day of relaxation and play, but this is NATPE time, so for *Young Broadcasting's* Debra McDermott, it is also a chance to meet with her station managers and the rest of her team for planning before going shopping for new programming, particularly for daytime spots. Also jumping on the networking bandwagon was Maurizio Tavares, VP, *CABLEready's* global sales. Tavares was excited to be in the sun and fun of Miami Beach while scouting out opportunities in the Latin American market. The leaders of *Mission Pictures International*, Cindy Bond and Chevonne O'Shaughnessy, were also teaming up to sell inspirational programming to the Latin Market, —but were not adverse to the two-hour wait for a meal at the infamous Joe's Stone Crabs. The gals from *People TV's Salsa & Flavors*, a Puerto Rican cooking show, are scouting buyers for their 13 one-hour shows. The team will be dishing out Latin flavors from their booth and sponsoring a poolside welcome party tonight.
—Andrea Freygang



Cindy Bond, left, and Chevonne O'Shaughnessy, co-presidents of Mission Pictures International



Maurizio Tavares, VP, global sales manager, *CABLEready*



Debra McDermott, president, *Young Broadcasting*



Dallas-based CEO Chris Wyatt of Youtoo.com Interactive TV



(L - R) Overlook President Jim Flynn, Overlook Video Content Manager Matt Chiamis and Chairman Stu Tempkin

There could be no doubt the NATPE 2013 Convention was underway yesterday, with the crush of industry executives busily making their way thru the Fontainebleau's hallways. How DID we FIND one another WITHOUT mobile technology anyway!?

Dallas-based **Youtoo Technologies'** CEO Chris Wyatt is promoting his company's cutting-edge interactive internet service, now offering one free year of service to local television stations.

STARZ's worldwide distribution team, headed by Executive VP Gene George boasted about their original series' 2013 launches, *Spartacus*, which just aired its final chapter's first episode, *'War of the Damned'* and *Magic City*, set to air its second season.

Brazil's GLOBO TV, sold in over 100 countries worldwide, announced their new 2013 product catalog, while celebrating their 40th year overseas.

From **Overlook's** NATPE-base on the marketplace floor, president Jim Flynn touted the company's internet technology platform, which helps companies get up and running on the web.

Meanwhile, **A & E Network's** New York-based worldwide content distribution team brainstormed in their 15th floor Tower suite.

– by Victoria Nemzoff



STARZ international distribution team (L - R): Denver-based Senior Manager, Sales & Acquisitions, Todd Bartoo; VP, Domestic Television Sales, Alecia Dixon; Executive VP, Worldwide Distribution at STARZ Media, Gene George and VP, Worldwide Distribution, Alisha Serold



GLOBO Channel Brazil's Executive Director of International Business, Raphael Correa toasting their 40th year abroad



A & E Network's Content Distribution team (L - R): Christopher Barry, Managing Director, International Strategy and Digital Media; Steve Ronson, Executive VP, Enterprise; Kerri Tarmey, VP, International Marketing & Communications; Michael E. Katz, VP, Production & Programming International; and Sean Cohan, Executive VP, International