

EXTRA[®]

SHOW DAILY

NATPE • MIAMI BEACH

TUESDAY, JANUARY 20, 2015

NATPE'S PACKED AGENDA

It's off to the races with all systems full speed ahead this week as NATPE 2015 shifts into high gear.

NATPE president and CEO Rod Perth said registration for domestic and international buyers, exhibitors and general attendees are posting robust numbers. Pacing for both domestic and international buyers has been strong with 62 countries represented. In addition, 22 station groups

SEE PAGE 11

AWARDS HONOR A-LISTERS

BY CATHY CORCORAN

In a testament to the creativity that inspired Brandon Tartikoff in his breakthrough TV career, this year's Tartikoff Legacy Awardees represent not only traditional TV production, but infotainment, standup comedy, distribution, digital content, reality series and more. You name it, they've done it and done it brilliantly.

The 2015 awardees include

SEE PAGE 4



PHOTO BY ALEX MATEO

As the welcome mat unfurled for folks ready to party at the NATPE 2015 opening night poolside extravaganza at the Thompson Hotel, Miami convention and visitor bureau VIPs reconnected again with NATPE. Left to right: William D. Talbert, III, GMCVB, president and CEO; Rod Perth, NATPE CEO and president; and Bruce Orosz, GMCVB, Board Chair.

SIZZLIN' SYNDI SEASON

BY CATHY CORCORAN

This year's syndication market sizzles in sunny Miami, with comedies from Twentieth Television, pop culture shows from Disney-ABC Domestic Television and NBC Universal, a new crime show from Warner Bros. Domestic Television Distribution, a second season of a new game show from Debmart-Mercury, and the return of perennial moneymakers from CBS Television Distribution.

SEE PAGE 10

ENTERTAINMENT NEWS HAS NEVER BEEN FUNNIER!

DISH
NATION



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at deadline

Marking the e-retailer's first foray into the world of streaming media, **Overstock.com** said today it will launch a new storefront that will rent and sell digital media directly from the website, and offer a video streaming subscription service for the online shopping site's **Club O** loyalty program members. Patrick M. Byrne, **Overstock.com's** CEO, said: "The convergence of entertainment and technology has transformed the retail landscape. As **Overstock's** traffic and **Club O**

SEE PAGE 7

STUDIO CITY

CREATIVE SO WILD. LIL' JON ASKED US,
"Can you turnt it down a skosh?"

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THE 12TH ANNUAL BRANDON TARTIKOFF LEGACY AWARDS

WHAT'S NEW AND WHO'S WHO!

CONTINUED FROM PAGE 1

Linda Bell Blue, Gustavo Cisneros, Adriana Cisneros, Jay Leno, Jonathan Murray and Ted Sarandos. Each is a star in his/her own field, and each has worked to expand the traditional boundaries of TV programming to truly deliver "Content Without Borders."

** Bell Blue was the producer of *Entertainment Tonight* for 19 years.

** Jay Leno made *The Tonight Show* ratings leader for NBC for more than 20 years.

** Gustavo Cisneros built one of the largest privately held media, entertainment, telecommunications and consumer products organizations in the world. And Adriana Cisneros has re-structured the company's digital initiatives, establishing RedMas and Adsmovil as leading online and mobile ad networks in the Americas. She is now the company's CEO.

** Jonathan Murray is widely credited with inventing the modern reality TV genre.

** Ted Sarandos has led content acquisition for Netflix since 2000, creating the world's leading internet TV network with more than 50 million members in nearly 50 countries.

EXTRA EXTRA wanted to get beyond the accolades and find out what makes these people tick. **EE** spent five minutes with each of them and learned a few things that don't appear on their official bios.

Named for legendary TV producer **Brandon Tartikoff**, the awards will be presented at a special reception hosted by **Craig Ferguson** on Wednesday at the **Fontainebleau Miami Beach Hotel**.

Tartikoff changed the face of network TV and was the youngest entertainment president of a major network when he took over the NBC reins in 1980 at the age of 30. He went on to develop a long list of hit series, including *Hill Street Blues*, *L.A. Law*, *Law & Order*, *Family Ties*, *Cheers*, *Seinfeld*, *Miami Vice*, *The Golden Girls*, *St. Elsewhere* and others. He died in 1997 from Hodgkin's disease at the age of 48.

NATPE established the Tartikoff Legacy Awards for excellence in 2004 in his honor.



FIVE MINUTES WITH... JAY LENO

Who is the person, or persons, you admire most—who have had a major impact on your life?

That would have to be my high school English teacher, Mrs. Hawkes. I had dyslexia and was not a very good student. One day, Mrs. Hawkes said, "I saw you screwing around in the hallway, telling jokes. If you write some of those jokes down and submit them as English homework, I'll give you credit." It was the first time in my life being funny got me something other than detention.

When I turned the assignment in, Mrs. Hawkes said I ought to think about being a comedy writer. I came from a little town in New England. It wasn't like L.A., where kids grow up wanting to be lighting designers. I had never imagined there were such things as comedy writers, but all of a sudden it sounded good to me. She changed my life.

If you were not pursuing a career in media, what would you be doing instead?

Probably something in sales. My dad was an insurance salesman. When he got promoted to manager, he used to put together funny shows once a month to motivate his salespeople. He'd sing popular songs and change the lyrics. I figured maybe sales would be cool 'cause once a month you'd get to be funny.

What mistake did you learn from the most?

One time I was sitting in class, staring straight ahead and daydreaming.

The teacher—not Mrs. Hawkes—said, "The way you're staring at me, I can tell you're paying attention."

"No," I said, "I was just daydreaming."

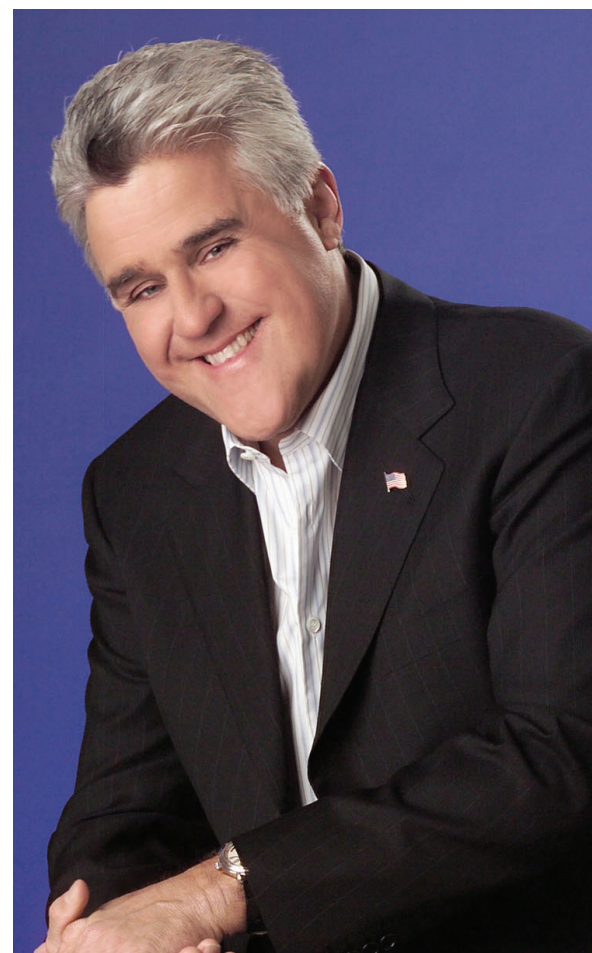
That was the day I learned to think before speaking to someone important.

What is one thing that most people don't know about you?

I hate that question! It's so Hollywood! I'm a comedian—people know that. If they want to know more about me, they'll find out themselves. I don't need to tell them.

If you were just getting started in your career today, what would you want to know now that you didn't know then?

Nothing. The journey of discovery is what makes life interesting and fun. If I knew everything that was going to happen, I wouldn't do half the things I've done. When I was just getting started



doing standup, I used to go into a bar, put \$50 on the bar and tell jokes. If the guys around the bar laughed, I'd get my \$50 back. If not, I'd lose it.

One night after I got to keep my \$50, I asked the owner of the bar if he'd pay me to do comedy.

"Are you in the union?" he asked. "I can't hire you unless you're in the union." So I went over to the union office and a guy said it would cost me \$300 to join.

I told him I was 19 years old. I didn't have \$300.

"How much you got?" he said.

I took \$75 out of my pocket and he grabbed it out of my hand.

"Okay, you're in the union," he said.

I knew I had been ripped off, but I went back to the bar and showed the owner my new union card and he hired me.

So everything I've done—even getting ripped off—has led me to where I am today, and that's a good place.

Do you think you'll ever really retire? If yes, what would you do?

Nah. I've always had two jobs. When I was a kid, I worked at a car dealership and flipped burgers at McDonald's. I lived on the money I made at the dealership and banked what I made at McDonald's.

I was a standup comedian before *The Tonight Show*, and even while I was on the show, I still did standup two or three nights a week. I lived on what I made from my comedy shows and banked the money I made from TV.

Now I'm back on the road doing my standup show and I have my cars.

Speaking of cars, Leno is an internationally noted collector who currently owns 130 cars and 93 motorcycles. His *Big Dog Garage* is featured on the Emmy award winning web series on NBC.com. A new TV series, tentatively titled, *Jay Leno's Garage*, will premiere on CNBC in 2015. Leno said he thinks it's silly to collect cars purely for money or show, and is frequently seen zooming around L.A. in a Duesenberg or a vintage Bugatti.

"Cars are like artwork," he said. **"If you buy what you like and it doesn't go up in value, you can still drive it and you still like it."**

In a commencement speech at his alma mater, Emerson College in Boston, Leno said, **"When you get too comfortable, it's time to move on."**

Is he comfortable now?

"No, not really, but I'm happy," he said. **"And that's a great place to be."**



FIVE MINUTES WITH... GUSTAVO CISNEROS

Who is the person, or persons, you admire most—who have had a major impact on your life?

My father, Diego, founder of our group. He was the consummate entrepreneur and also a great teacher. He took special interest and care in mentoring me and bringing me along. He brought out my best qualities and showed me how to concentrate on my strengths. He taught me the meaning of hard work and good family values.

If you were not pursuing your career in media, in what other fields do you picture yourself being involved?

It is difficult to imagine being something other than an entrepreneur, but I always thought I would have been a good lawyer. I appreciate law as an intellectual challenge. I would have also been a good historian. In order to contextualize the present and future, one must have a keen understanding of that which came before, as important for a country as for a company or a family.



What mistake did you learn from the most?

I have learned that you are as strong as you deem, so you have to keep nurturing that as an everyday matter. If you do this, you are bound to be successful, especially if you can suppress your ego in order to make a large number of people work towards a common goal.

What are some characteristics or pursuits that most people don't know about you?

I have always liked exploring the outdoors, and I also enjoy fishing. They renew the soul, since they hark back to our most primitive and simple needs as humans, requiring patience, great attention and practice. They make for a great family endeavor, as well.

If you were just getting started today in your career, what would you want to know now that you didn't know then?

For certain, I would have learned Mandarin.

When Gustavo Cisneros took over the family business at the age of 25, the Babson College graduate kept the rights to bottle and distribute Pepsi Cola in Venezuela and other Latin American countries, but his real focus became the TV channel, Venevisión, founded by his father, Diego, in 1961.

During his tenure, Gustavo has built Venevisión into a dominant media outlet with 67 percent audience share in Venezuela, one that controls the full cycle of the TV experience from production to broadcast to marketing. Its programming is aired in more than 90 countries on five continents.

In addition to its media interests, the company has interests in more than 30 businesses in Latin America, the U.S. and Canada, including telecom, digital advertising, a regional brewery, consumer products and real estate. They are currently developing a 6,000-acre real estate endeavor in the Dominican Republic.

Known as a charismatic and artful negotiator, Cisneros said that while it has its challenges, the advantage of running a global family empire is perspective.

"When we were going through the economic crisis in the past few years, we had an outlook that extended beyond five years,"

he said. **"It's a 20- to 30-year plan, and because of that, you can survive (almost any) crisis."**



FIVE MINUTES WITH... ADRIANA CISNEROS

Who is the person, or persons, you admire most—who has had a major impact on your life?

If we're talking about life, I admire both my mother and my father. They have had a tremendous positive impact on me and on my whole family. If we're talking about business, I'd say my father. He has always taught me to think big, think out of the box and make a difference in the world.

If you were not pursuing your career in media, in what other fields do you picture yourself being involved?

It's hard to imagine doing anything other than running this company, but if I did anything else, I'd get more involved in helping entrepreneurs shape the way we do business. I have had the great pleasure of doing this a little bit in my role as co-founder of Endeavor Miami.

What mistake did you learn from the most?

Becoming CEO at such a young age for me is an



enormous and gratifying accomplishment. I am humbled by the opportunity.

What are some characteristics or pursuits that most people don't know about you?

I love climbing big mountains, peaks over 14,000-feet. I have climbed Plata Peak, Pyramid Peak and Mt. Elbert in Colorado and Ausangate in Peru. Next on my wish list are Pico Duarte, Cotopaxi and Kilimanjaro.

If you were just getting started in your career today, what would you want to know now that you didn't know then?

I wish I had realized even sooner that I would end up running the family business and what a huge undertaking it would be. It requires a lot of energy—so the younger the better!

Do you think you'll ever really retire? If yes, what would you do?

Retire? Unlikely. I have just gotten started.

Adriana Cisneros may say she's just gotten started, but she has a significant list of accomplishments behind her already.

Prior to assuming the role of CEO of the global corporation, she was Director of Strategy. She says, **"In that position, my main job was to think about where I wanted to take our company and come up with ideas of how to get us there. Now as CEO, it's all about execution."**

And execute, she does. In her first year as CEO, she has already led the launch of three new business units: Cisneros Interactive, Cisneros Media and Cisneros Real Estate. Just gotten started, indeed.



FIVE MINUTES WITH... JONATHAN MURRAY

Who is the person, or persons, you admire most—who have had a major impact on your life?

Larry Busse, my general manager at WORK-TV, Rochester, who promoted me from the newsroom to be the station's program director. He was an amazing manager, teacher and motivator of people, who definitely practices the "walking around" management style.

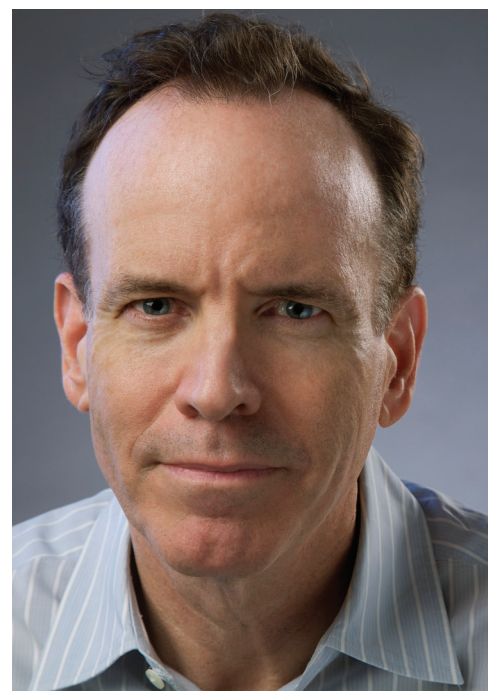
Dean McCarthy, my boss at the New York office of TV rep firm HRP. Working for Dean was like taking a master's class in television programming.

Mary-Ellis Bunim, my late partner, who was tenacious when she believed in a project. She used to drive the William Morris Agency crazy pushing them to negotiate the absolute best deal possible.

If you were not pursuing a career in media, what would you be doing instead?

I'd be an urban planner or developer. I love cities and how good urban planners create imaginative and workable places for people to gather.

What mistake did you learn from the most?
When I was producing the news at WXIA-TV Atlanta, I was



counting on a five-minute story that was still in the edit room and had no back up plan if it didn't come through. Well, it didn't come through. We did the weather twice and aired lots of PSAs that night. Always have a back up plan!

What is one thing that most people don't know about you?

When I'm anxious, I lose my appetite. I lost 10 pounds working with Paris Hilton and Nicole Richie during the second season of *The Simple Life*. I used to call it "The Simple Life Diet!"

If you were just getting started in your career today, what would you want to know now that you didn't know then?

That, while you should be respectful of management, you should never hold back from expressing your arguments, in an appropriate venue. The best managers want to hear diverging points of view.

Do you think you'll ever really retire? If yes, what would you do?

No. I just want more balance in my life, and I'd like not to have to check my email when I am on vacation. Every vacation for the last 25 years has been a "working" vacation.

As a new version of his groundbreaking series, *The Real World* enters its 30th season, Murray pondered the success of the genre. **"When we first started doing *The Real World* in 1992, I think television was pretty boring. We had a lot of procedural dramas, a lot of bad sitcoms, and a lot of 40-year-olds trying to write things that 20-year-olds would say. *The Real World* changed all that and it's had a huge impact on programming."**

He's also proud of the effect that these shows have had on the overall culture, citing changes in young people's attitudes toward race, sex, those who are openly gay, and those who have AIDS. All have been portrayed in Murray's shows. He says that the producers, writers and crew form close relationships as reality shows air. When Diem Brown, a cast member from *The Challenge*, died of cancer (in November), he said it was **"...devastating for all of us, but we also know that she loved being on *The Challenge*, and it's great that her story exists on video."**

"I think reality TV has even made scripted television better," he adds. **"It's forced them to do more innovative things in order to keep up."**



FIVE MINUTES WITH... LINDA BELL BLUE

Who is the person, or persons, you admire most—who have had a major impact on your life?

It may sound corny, but the people I admire the most are my parents. I've worked with people who choose not to have a relationship with their mothers and fathers, and that's hard for me to understand. I know how lucky I am. My work ethic, leadership skills and creativity can be traced back to the two people who taught me I can be anything I wanted. They gave me great confidence and so much love, that it fortified me for this crazy TV business.

If you were not pursuing a career in media, what would you be doing instead?

I think I would be an airline pilot. I have these reoccurring dreams of flying a plane in an emergency. I interpret them to be producer nightmares. After producing 11,000 episodes, I am pretty sure I've had 11,000 producer nightmares where everything goes wrong. The good news is that they all got on the air so I guess I landed the plane.

What mistake did you learn from the most?
I've made lots of mistakes. Here's what I learned...the mistakes only make you more humble, stronger, a better producer...and a



better person.

What is one thing that most people don't know about you?

I am addicted to HOT power yoga, and I eat way too much salad dressing.

If you were just getting started in your career today, what would you want to know now that you didn't know then?

I don't think I had any idea how immensely competitive this business is. I thought if I worked hard enough all of my dreams would come true. In reality I did work incredibly hard and all of my dreams did come true, but timing and being in the right place at the right time played a huge part.

Do you think you'll ever really retire? If yes, what would you do?

I guess it's ok to retire, if you don't let your brain retire. I think you have to stay curious. For my husband, Steve Blue, and me that means more and more travel. We've already been to the Taj Mahal, inside the Great Pyramid, and climbed the Great Wall. Maybe something intergalactic???

Well not just yet. Even though she left *Entertainment Tonight* last year, she is way too busy to take off on an extended space voyage. She's now president of the recently created Entertainment Tonight Studios, where she's overseeing the creation of "ET"-branded series and specials for cable, broadcast and digital platforms.

She says that, after 19 years with *ET*, she was tired of the 4:30 am wakeup call and wanted new challenges. Guess that intergalactic trip will have to wait a little while longer.



FIVE MINUTES WITH... TED SARANDOS

Who is the person, or persons, you admire most—who has had a major impact on your life?

Norman Lear and Leonard Goldberg are two of my heroes. Their shows have fueled my love of TV and their humanity has inspired me. They are legends, but they are friends as well. They set a high bar for me and for anyone who makes a living creating or distributing TV and movies.

If you were not pursuing a career in media, what would you be doing instead?

I can't imagine. I would hope it would be something with some balance of art and science, business and creative.

What mistake did you learn from the most?

There were times when I had too much confidence when things were going well. I've learned I need to always question assumptions, maybe even more so when things are going well.

What is one thing that most people don't



know about you?

In my few years of college, I was the editor of the campus newspaper.

If you were just getting started in your career today, what would you want to know now that you didn't know then?

Smarts without passion and passion without smarts are equally useless in business.

Do you think you'll ever really retire? If yes, what would you do?

If I did retire, I would run a non-profit revival movie theater—showing only great movies and never making a dime. My friend Tony Bennett is 88-years-old and he still performs—still thrills audiences around the world. It's obvious he loves what he does and has no desire to retire. That is how I feel and I hope I feel that way when I am 88.

Under Sarandos' leadership, Netflix is currently producing nine original series. The plan is that within five years, the service will be available in virtually every country in the world, and will debut as many as 20 original TV series annually. In licensing content, Netflix already has an advantage in approaching studios by offering a global footprint of 50 countries.

Netflix's model has appealed to series writers and showrunners, because the SVOD delivery gives them a level of creative freedom that many networks don't, but Sarandos says there's nothing magical about Netflix's formula for picking shows.

They are, he says, drawn in part from viewer preferences, yet he has also drawn criticism for refusing to release metrics the company uses to gauge the success of its shows. He says that the reliance of TV networks on ratings "works against quality television."

"Our subscribers now expect quality original programming on the service," he said.

at deadline

CONTINUED FROM PAGE 1

program continue to grow at a rapid rate, offering a digital media streaming service is a natural next step."



Pace Point Rights has sold *Bulloch Family Ranch* and *Food Truck Face Off* to Discovery Networks' *Discovery Familia* to air on one of their networks in Latin American. *Bulloch Family Ranch* is an intense real-life drama that chronicles the day-to-day life of Rusty and Julie Bulloch who have raised more than 25 at-risk teenagers and young adults while raising their own two biological children. *Food Truck Face Off* features newbie food entrepreneurs with high hopes and big dreams competing

for the ultimate prize—a customized food truck for one year. Hosted by well-known NFL quarterback, sports commentator, and former star of *The Bachelor*, Jesse Palmer, teams battle it out on the streets to sell their culinary creations to discerning crowds of food truck savvy customers in LA, Miami, Austin, and Toronto. Whichever team is the most profitable over two frenzied days of selling, walks away with keys to their truck for one whole year.

The country's first-ever, over-the-air broadcast TV network devoted to comedy around-the-clock will launch this spring when **Katz**



Food Truck Faceoff's Jesse Palmer

Broadcasting debuts *LAFF* on April 15. It will feature a mix of contemporary off-network sitcoms and popular theatrical motion pictures, with a target audience of adults 18-49. The *LAFF* brand will cross multiple platforms, with

the linear network carried on the signals of local broadcast TV stations and corresponding cable carriage while companion digital content will be available at Laff.com.

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STUDY SHOWS LIVE TV DECLINE, RISE OF MULTI-SCREEN VIEWING

While the TV continues to provide the best quality picture and viewing experience, the way content is being discovered and consumed is changing dramatically, especially for millennials.

According to the preliminary results of the second NATPE||Content First and the Consumer Electronics Association (CEA) joint research study on consumers' attitudes toward TV viewing, just 55 percent of millennials use TVs as their primary viewing platform, while streaming devices—laptops, tablets, and smartphones—are poised to dominate their viewing preferences.

CEA and NATPE commissioned the study, conducted by E-Poll Market Research, to evaluate the TV content distribution landscape, explore the dynamics at play against the background of exploding consumer choices and determine how consumers find TV content and view it across different platforms.

The initial findings were released recently at the 2015 International CES. "Our study confirms that the paradigm for TV content discovery has changed dramatically with increased availability and use of TV content streaming options," said NATPE president & CEO Rod Perth. "With more than 7 in 10 viewers in broadband households having streamed full-length TV programs in the past six months, there are opportunities for networks and content producers to reach and build audiences."

"While the vast majority of consumers continue to watch television programming on their TV, many consumers,

particularly millennials, increasingly are turning to a variety of devices to view their TV content," said CEA president and CEO Gary Shapiro. "This has profound implications for the way CE manufacturers market their products as they try to reach diverse markets."

millennial demographic which has some distinctive, common characteristics, including the regular use of multiple sources of program content.

Among the study's findings: **** Millennials flock to streaming.** The millennial demographic group—age 13 to

original air time (54 percent), or recorded content from a DVR (33 percent).

**** Millennials value their Netflix subscriptions more than broadcast or cable.** Millennials value their ability to stream content above cable or broadcast channels. The ability to choose what they want to watch when they want to

**** Gen Xers love video-on-demand (VOD) and DVRs.** Gen Xers tend to be the heaviest users of their cable/satellite/terco time shifting offerings, including VOD and DVR. Among those in this age group who have access to VOD, 76 percent use their VOD service once a week or more often, similar to SVOD usage. The study found DVRs are primarily used to avoid commercials, while VOD is for convenience.

The study found increased multi-screen viewing of TV programming is a central factor in reaching younger target audiences. While the TV set is still the most commonly used device for watching TV programs, among the millennial group there are some distinct differences in their use and preference for multiple screens. Among their findings:

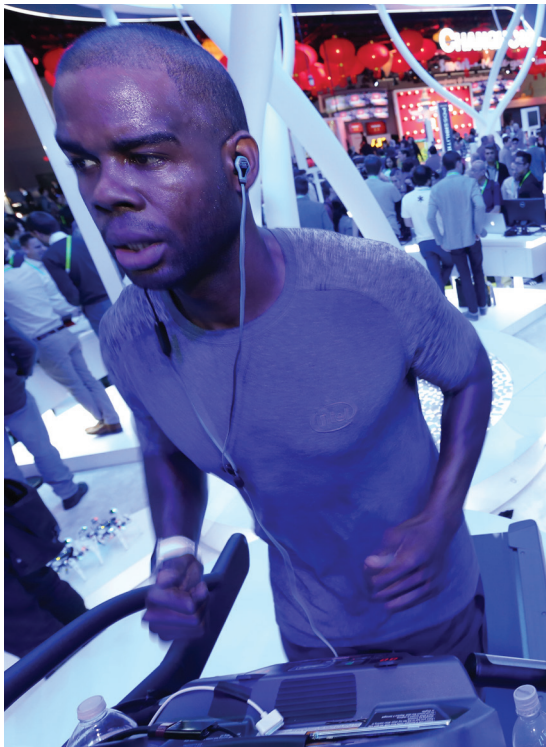
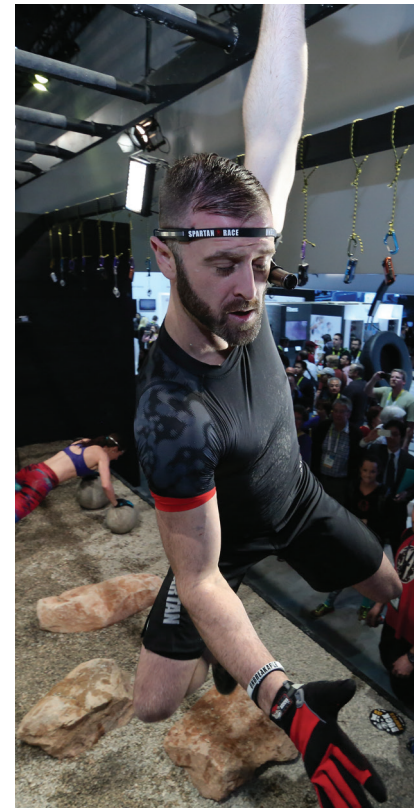
**** Portability is the trend.** About half of millennials say they watch TV programming on a laptop, and for 19 percent, it's their preferred TV viewing screen. Another 28 percent watch TV on a tablet and 22 percent on a smartphone. Portability and the ability to watch anywhere is a key benefit in their use of multiple screens due to a greater comfort level with smaller screen sizes compared to older generations.

**** Millennials shifting to devices rather than TVs.** While nine in 10

watch it is of high value to all three generational groupings, but particularly among millennials. In the study, 51 percent consider subscription to Netflix "very valuable," compared to 42 percent for broadcast channels, and 36 percent for cable subscriptions.

viewers say they watch TV programming on a TV set, millennials are significantly less likely to do so (85 percent). In terms of preference, only 55 percent of millennials select a TV set as the preferred screen for viewing TV content.

LIGHTS, CAMERA ACTION: SCENES FROM RECENT CES CONFERENCE



Scenes from the exhibition at the 2015 International CES.

Although many viewers of streaming programs say they are watching more TV programs overall, the joint study shows a decline in the amount of time spent watching live TV programs during their scheduled air time. This is particularly true of the younger,

34—is comfortable using many different sources of TV program content and, consequently, is significantly more likely to consume full-length TV programs from a streaming source (84 percent streamed in the past six months) than live TV programming at its



Definition 6's Frank Radice, expert-in-residence, and Robert Ortiz, executive VP, entertainment and integrated media



Debmart-Mercury co-presidents Ira Bernstein and Mort Marcus



Alberto Ciurana, president, programming and content, Univision Communications

Scene Heard



Gustavo Gomez, sales director, Latin America Hasbro



Escape artist Dean Gunnarson from *Escape or Die*



Starz executives: Kristen Stanisz-Bedno, senior manager, sales operations; Alecia Kurschner, VP, domestic TV sales; Gene George, executive VP, worldwide distribution; Alisha Serold, VP, worldwide distribution; and Eric Becker, VP, corporate communications

SIZZLIN' SYNDI SEASON SPARKS A SUNNY NATPE IN MIAMI...

CONTINUED FROM PAGE 1

"We're in the catbird seat with comedies," said Paul Franklin, executive VP and general sales manager, Twentieth Television. "We have four of the top five comedies now on the air—*Modern Family*, *Family Guy*, *How I Met Your Mother*, and the animated *The Cleveland Show*. Now we're excited to offer *Last Man Standing* at NATPE."

Last Man features long-time audience favorite Tim Allen as a marketing director of a Denver sporting goods store and expert on the great outdoors, who is often clueless when dealing with all the women in his life—his wife and three daughters. Now in its third season on ABC, it has been renewed for two more seasons. Franklin said, "*Last Man Standing* is very advertiser-friendly, and No. 1 in its time period among adults 25-54."

"Other than *Last Man Standing*, the market is actually in a bit of a slump with comedies," said Bill Carroll, VP and director of programming for the Katz TV group. "*Modern Family* and *The Big Bang Theory* have already been sold in syndication, and other shows like *Two Broke Girls*, *The Mindy Project* and *Mom* won't be coming up until at least 2016. That's not a long list, and stations are looking for alternatives to fill the gaps left by traditional scripted sitcoms."

Enter the pop culture show, headlining teams of young beautiful hosts and in-the-know commentators, rehashing and riffing on celebrity hookups and breakups, fashion, viral videos and other happenings in pop culture.

Coming from Disney-ABC Domestic Television is *The*

F.A.B. (which stands for The Fun and Beautiful). Host Tyra Banks is joined by four co-hosts: YouTube star Leah Ashley, interior designer Lauren Makk, model and social media buff Chrissy Teigen, and Joe Zee, the editor-in-chief and executive creative officer of Yahoo! Fashion. Banks will moderate the panel of lifestyle experts who talk about fashion, lifestyle, food and fun. In

from Atlanta, Dallas, and Los Angeles, and reports the scoop on celebrity couples, entertainment news, trending pop culture moments and what's happening on listeners' favorite reality TV shows.

On a somewhat edgier note, *Tosh.0* from Debar-Mercury, features comedian Daniel Tosh, who comments on viral internet videos. The No. 1 rated show on Com-

Just for Laughs has been purchased by Cisneros Media Distribution to air in over 100 countries, as well as in airports and on airlines.

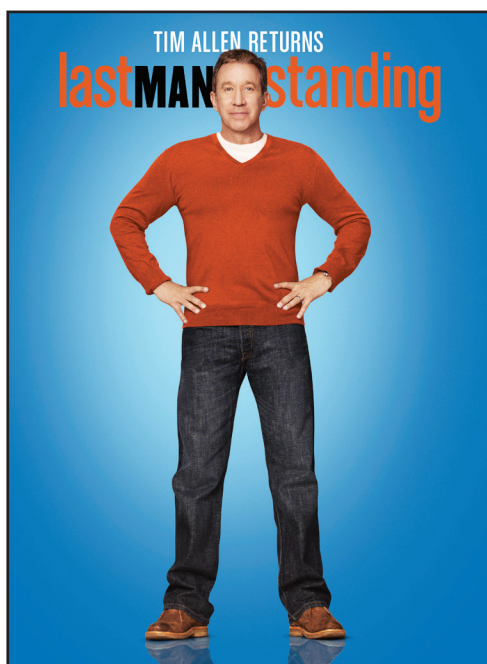
In the game show genre, Debar-Mercury is bringing *Celebrity Name Game* back for its second syndi season.

syndication, one of the most consistent syndicated shows on TV with more than 4 million viewers." Deborah Norville, currently in her 20th year hosting the show, said, "That old saying, 'familiarity breeds contempt' is not true in TV. Audiences today are so fragmented and busy. In our case, familiarity breeds comfort."

In the crime show genre, Tribune Broadcasting has acquired Warner Bros.' new one-hour syndicated series, *Crime Watch Daily*, for fall 2015.

Warner Bros. is offering the show to other stations at NATPE. "There is a terrific opportunity in early fringe leading into local news as well as in daytime to capture an audience that is longing for distinctive, addictive and real-life television," said Ken Werner, president of Warner Bros. Domestic Television Distribution. "As we've seen on cable and in other day-parts, audiences have an insatiable appetite for real-life investigations and crime stories."

Taking a page from the old saying "Where there is smoke, there is fire...", in this syndication realm, one might consider, "Where there is crime, there is also courtroom drama," as bench-and-gavel shows continue to draw audiences.



Twentieth Television: *Last Man Standing*



Twentieth Television: *Dish Nation*



Disney-ABC Domestic Television: *The F.A.B.*



CBS Television Distribution: *Inside Edition*

addition to her hosting duties, Banks also serves as executive producer. The show will debut on ABC O&Os.

Crazy Talk from NBC Universal is hosted by WNBC-TV New York news correspondent Ben Aaron and *Bad Girls Club* alum Tanisha Thomas. Developed as a lead-out from conflict shows such as NBC Universal's *Mauzy* and *Jerry Springer*, the show is shot in front of a studio audience, and features discussion and clips from conflict talk and other reality shows.

Dish Nation from Twentieth Television, features leading drive-time personality teams

edy Central, *Tosh.0*, appeals to hard-to-reach younger men, and is positioned to run on late-night and weekends.

The more family-friendly *Just for Laughs* is a sketch comedy show hosted by Canadian actor, comedian and playwright, Rick Miller, that's based on the old TV hit *Candid Camera*. The show, which originated in Canada, plays music in the background, but does not contain any sound or dialogue other than brief sound effects and a laugh track as unsuspecting subjects react to silly or bizarre situations.

Dish Nation from Twentieth Television, features leading drive-time personality teams

Hosted by Craig Ferguson, the show pairs celebrities with contestants in identifying actors, singers, athletes, and other pop culture icons.

Game show perennials *Wheel of Fortune* and *Jeopardy!* return this year as well. Joe DiSalvo, president of sales, CBS Television Distribution, said, "These shows are big money-makers for our station partners. They can build their lineups around them for years to come."

Entertainment Tonight and *Inside Edition* are also on offer from CBS Television Distribution. DiSalvo said that *Inside Edition* is "the unsung hero of

Justice with Judge Mablean is back on offer from Entertainment Studios, along with last season's big hit, *Hot Bench*, from CBS Television Distribution. Produced by *Judge Judy's* Judith Sheindlin, it features a panel of three judges, who preside over small-claims cases and then argue the merits of the cases amongst themselves in chambers before rendering a verdict.

Other returning shows include *Meredith Vieira*, a 60-minute talk show from NBC Universal and two shows from Bellum Entertainment devoted to rehabbing—one food and the other home. *Fix*

...SIZZLIN' SYNDI SEASON SPARKS A SUNNY NATPE IN MIAMI

CONTINUED FROM PAGE 10

It & Finish It features daytime drama star Antonio Sabato, Jr. working with designers and carpenters to orchestrate makeovers on homes, cabins and RVs. *Flip My Food* headlines chef Jeff Henderson demonstrating how to "flip" viewers' favorite dishes from calorie-laden diet-busters into healthier meals.

"The offerings may be a bit different this season as the syndication market evolves," said Katz's Bill Carroll. "Scripted comedies have traditionally been the bread and butter of syndication, but in the past few years, the networks have had trouble developing new successful comedy shows.

"In the near future, we'll probably see *The Mindy Project* and the second cycle of *Everybody Loves Raymond* on offer for 2016. For 2017, we could be looking at *Brooklyn*, *The Goldbergs* and *Mom* if they stay on the air long enough.

Carroll pointed to the staying power of long-term bankable shows, including *Jeopardy!* and *Wheel of Fortune*, and the growth of courtroom shows. New game shows, such as *Celebrity Name Game* also help fill the gap.

"Pop Culture shows like *Dish Nation* are a great alternative to traditional scripted comedies," said Twentieth's Franklin. "They're funny, they

run like comedies and they have the advantage of being original shows every day 52 weeks a year. Their audience skews young, too. We think they fill the needs of a lot of stations."

Funny sells, the experts agree, but whether it's old style sitcoms, pop culture, talk-and-



CBS Television Distribution: *Hot Bench*

clip shows (for the uninitiated: "talk-and-clip" = a clip from a reality show, followed by pop pundits talking about it), or even a new take on the old

classic *Candid Camera*, there's something for everyone at NATPE.

PACKED AGENDA HEADLINES 'CONTENT WITHOUT BORDERS'

CONTINUED FROM PAGE 1

are participating, many of which are taking advantage of NATPE's Station Group Incentive Program, a concierge service offering a variety of packages for groups of different sizes.

More than 330 exhibitors (150 domestic and 181 international), and for the third consecutive year, each of the major studios, are coming to NATPE, while several dozen new exhibitors are attending for the first time. Newcomers this year are equally distributed across the U.S., Canada, Latin America and other international regions. The most noticeable increase in European attendance hails from Germany, with two of the larger distributors (ZDF and Global Screen) testing out the market for the first time.

"NATPE has been and will always be about content. We are not a niche market, and this year's conference is a true testament to the unique and diverse opportunities we serve, spanning the entire content value chain, across all platforms and covering every sector of the business," said Perth. "We are committed to serving as a facilitator that connects everyone in the content business together in a relevant and vital marketplace that offers access to leadership and unparalleled opportunities to share ideas, close deals, and cultivate new relationships."

A NATPE first is today's Reality day chock full of panels on the state of the industry,

formats, reality syndication, the development process and a case study on *Shark Tank*, which will feature a conversation with executive producer Clay Newbill and Daymond John, CEO and founder, FUBU. The session will be held



Clay Newbill, executive producer, *Shark Tank*

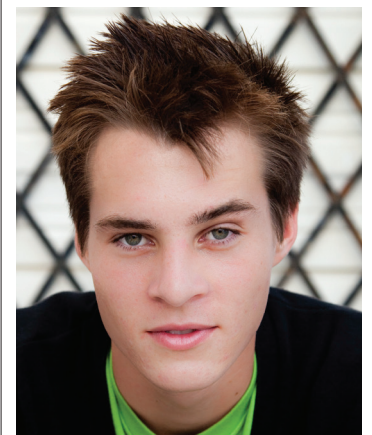
in Glimmer 1 & 2 from 2:45-3:30 pm.

Attendees will also have the once-in-a-lifetime opportunity to pitch their ideas directly to a roster of nearly impossible-to-reach decision makers in the first PRO Pitch event.

Another NATPE first is today's Reality Breakthrough Awards, honoring those reality programs that "broke through the clutter" in the preceding year and "made some noise," becoming part of the cultural conversation, and generally altering the perception of what's possible in the genre. Finalists in five categories, include:

Phil Rosenthal, creator/executive producer of *Everybody*

Loves Raymond, will serve as moderator of Norman Lear's opening keynote. Promising a laughter-filled and thought provoking session, Lear will discuss his new memoir and reflect on the past 92 years of life and the differences be-



Marcus Johns, viner/actor, *Vine.com*

tween the former "appointment TV" and the current "Golden Era" of binge TV.

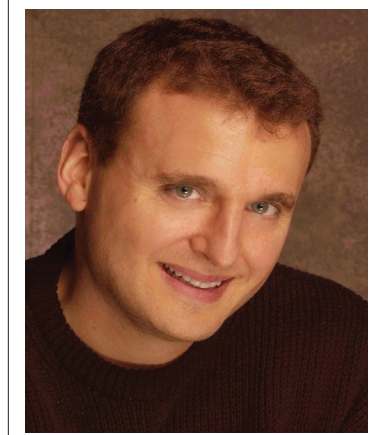
The Global Navigators Track on Thursday headlines Eva Longoria, actress, producer and activist, discussing how U.S. networks effectively engage with the burgeoning Hispanic audience.

The track will also focus on international content and programming, addressing the significance of convergence in international channels, formats, global production solutions and cross cultural advertising strategies.

NATPE continues to offer an immersive environment with access to an extensive

value-chain of digital producers, publishers, networks, platforms and advertisers that make up a viable market of ideas and monetization.

Today the **Platforms Accelerated Track** brings together leading industry visionaries



Phil Rosenthal, Creator/Executive Producer, *Everybody Loves Raymond*

from Google YouTube, Maker Studios, Big Frame, BRaVe Ventures, Comcast, Red Touch Media, StyleHaul, Joy-

us, POPSUGAR, New Form Digital and AwesomenessTV, with such top online personalities and influencers as Tyler Oakley, Gary Vaynerchuk, Marcus Johns and Connor Franta, for invaluable insight into the multiplatform challenges they face and their successful strategies to stay ahead of the content and digital convergence revolution.

The Storytellers and the Shaping of Pop Culture Track today will feature 2015 Legacy honoree Jay Leno trading stories with Craig

Ferguson, recent host of *The Late Late Show* with Craig Ferguson. Dan Harmon, Emmy-winning creator/executive producer of the comedy series *Community* will have a dedicated session, as will Academy Award nominee, documentarian and writer Morgan Spurlock.

Additionally, in celebration of *America's Funniest Home Videos'* 25th Anniversary, creator and executive producer Vin Di Bona, will be joined by executive producers Todd Thicke, Michele Nasraway and Emmy Award-winning host Tom Bergeron.

Promising a memorable and rare session will be media hyphenate Russell Simmons. In addition, 2015 Legacy Honoree Jonathan Murray, chairman, Bunim/Murray Productions, will chat on-stage with Cris Abrego, co-chairman and co-CEO of Endemol North America.

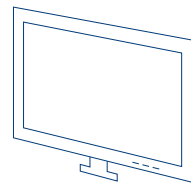
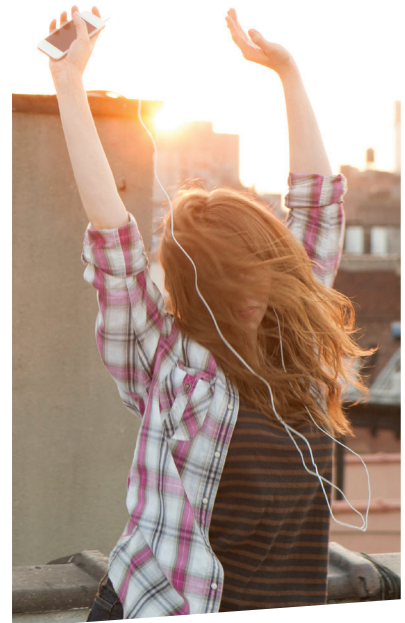
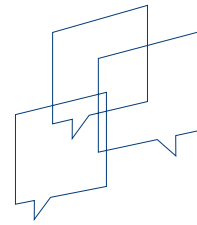
Ted Sarandos, chief content officer of Netflix and also a 2015 Legacy Honoree, will be joined by Mitchell Hurwitz, best known as creator of *Arrested Development*, as well as Vince Gilligan, creator and producer of AMC's *Breaking Bad*.

With more than 150 speakers participating in 50+ panels, tracks and conversations, NATPE|Miami's conference will challenge industry norms, offer innovative ideas and provide thought-provoking opportunities to tackle 2015 with a fresh perspective.



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