

EXTRA[®]

S H O W D A I L Y

NATPE • MIAMI BEACH

TUESDAY, JANUARY 17, 2017

STATIONS' PRIORITY: CONTENT

BY CATHY CORCORAN

A major shift is under way in the programming market as station groups are playing a more active role in producing programming for their stations. Who's producing content and why? And what does the future hold for the traditional partnerships between content providers and station groups?

One of the most talked-about new tracks at NATPE 2017, the Station Group

See 'Content' Page 7

REALITY REIGNS ON TOP

BY ANGELA BETANCOURT

With an additional third day of panel sessions focusing on reality programming, NATPE is underscoring the genre's continued influence in the market.

"Reality shows have been entertaining viewers globally for many years now, since the dawn of shows such as *Big Brother* and *Survivor*," said Danny Kershaw,

See 'Reality' Page 2



PHOTO BY ALEX MATEO

Welcome aboard to NATPE 2017: NATPE VIPs JP Bommel, COO and Managing Director, left, and executive board member Emerson Coleman, VP of Programming, Hearst Television, stand ready for the week ahead — which is expected to set records in number of speakers and panels setting the tone for a vibrant conference and networking marketplace.

SYNDI SHOWS MUSCLE

BY CATHY CORCORAN

It's January in Miami Beach and that means TV execs have a laser focus on new programming. Among those grabbing the headlines are survival adventure, game shows, a new court show, and some newsy shows focusing on celebrity. Syndicators and production companies will also be signing up stations for renewals.

New offerings include *Page Six TV* and *Top 30* from Twentieth Television Distribution; a new one-hour

See 'Syndi', Page 4

PageSix TV

Premiering Fall 2017
Available now from 20th Television

20th TELEVISION

PageSix TV is a trademark of NYP Holdings, Inc.

at deadline

Nearly two months ahead of its U.S. debut on March 9 on FOX, **Lionsgate** has signed major international format deals for its highly anticipated reality series *Kicking & Screaming*. Format rights covering France, Italy, Denmark, Finland, Norway, and Sweden have been licensed to leading international production group **Banijay**. Lionsgate has also finalized a deal with Sony Pictures Television Networks' VIASAT for the format and series rights in Hungary... The distribution arm of **Banijay Group** has been renamed Banijay Rights. Having moved the Banijay International business into Zodiak Rights, the company decided that in re-branding to Banijay, it should retain the 'Rights' element in its name.

REALITY PROGRAMMING CONTINUES GAINING PROMINENCE

CONTINUED FROM PAGE 1

International Research Manager at K7 Media, an international media consultancy spotting global trends and helping broadcasters, producers, distributors and advertisers find the hottest content. "At the core of their success, we feel, is the innate relate-ability; as the audience, we feel a close connection with the people we see on screen, their trials and tribulations."

Online news website VOX has reported that "roughly 750 reality shows aired on primetime cable in 2015—83 percent higher than the number of scripted shows." Approximately 350 of those programs were new.

"Reality is a huge part of the business," said James Deutch, founder and executive producer at Fuse Entertainment. Deutch estimates that 50 percent of all programming produced for digital or cable TV is nonfiction.

Industry executives, networks, and content creators are increasingly discussing and exploring ways to leverage the genre's success and foster innovation that will lead to the "next big thing in Reality TV."

One of NATPE's biggest reality advocates is NATPE Board Member and veteran reality TV producer Phil Gurin. Reality "satisfies needs and provides opportunities for great storytelling," said Gurin, president of The Gurin Company, one of the leading independent creators, producers, and distributors of non-scripted TV. Not making it a bigger part of the conversation would be "ignoring one of the leading profit markets," he said.

But despite its growing prominence, reality TV is not without its challenges.

"It's an uncertain time for many, but we anticipate this will impact on the type

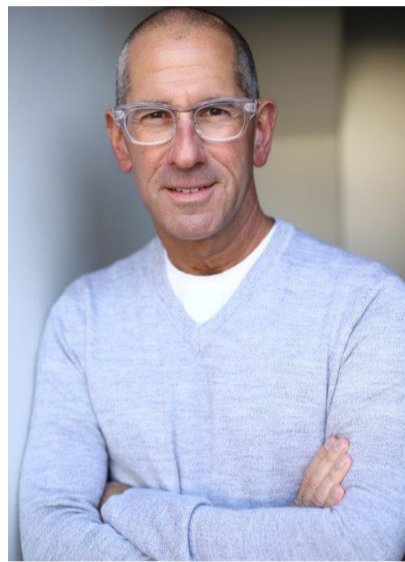
of shows coming through over the next year: We're likely to see a move towards shows which reflect an increasingly insecure world," said Kershaw. "This will manifest itself as viewers being cocooned from the sometimes-frightening reality of current events with light-hearted and entertainment-focused shows. At the same time, we will see more reality content which puts everyday people into unexpected, challenging environments—expect the gritty side of reality, as well as the glitzy."

Deutch explores this further in his NATPE session titled *Breakfast with the Reality Majors*, in which he and four leading unscripted executives—as panellists—will discuss innovation, viewer fatigue, and other obstacles. Another session, *A Year In Reality—What Happened and What's Ahead*, further explores the topic.

2015 and 2016 saw the rise of more raw, unfiltered programming that immersed viewers more intimately into other people's lives, and the trend will continue into 2017, Kershaw observed. "The last 12 months have been—let's just say—eventful, and at times like this, reality programming provides a welcome distraction from the reality of actual reality," Kershaw said. "It's no surprise that the last year has also seen some exciting developments in the sector, with trends such as the one we've taken to calling 'Honest Conversations'—shows where authentic, and



James Deutch, Fuse Entertainment



Phil Gurin, The Gurin Company



Danny Kershaw, K7 Media

sometimes raw, situations are played out on our screens."

Gurin is moderating a session titled *It's Been Ages! When the Hell Are We Going to Have a New Global Hit?* for which the panel will "reveal the secrets to solving this urgent mess." Attendees should expect social media and virtual reality to be front and center of the discussion.

"A big trend will be shows launching on YouTube, Instagram, and other digital platforms and then migrating to other places," said Deutch.

As an example, *Dude Perfect* on a YouTube channel with 15 million subscribers launched a traditional half-hour TV show on cable network CMT. "This is where the new stars are coming from," Deutch said.

We're All Reality Content Producers Now: The Powerful Intersection of Reality TV and Social Media, speaks to the type of transformative and powerful relationship between these two platforms that make YouTube sensation cross-overs like *Dude Perfect* a reality.

Virtual reality is also a hot topic. "Networks are experimental and are looking for ways to make shows more interactive," added Deutch.

In addition to exploring the issues and topics most relevant to the sector, NATPE celebrates those who are enhancing, promoting, and furthering the

Today
Reality Awards Luncheon
 12:30-2 pm
 Glimmer 5/6
 Fontainebleau Hotel

Panel Sessions
 (All in Ocean Tower Salon 2A)

Today
 10-10:45 am
A Year in Reality...

3-3:45 pm
We're All Reality Content Producers Now...

Wednesday
 4-4:45 pm
It's Been Ages...

Thursday
 8:30-9:45 am
Breakfast with the Reality Majors



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SYNDICATORS INTRODUCE NEW PROGRAMMING FARE. . .

CONTINUED FROM PAGE 1

survival/adventure show, *Kicking and Screaming* from Lionsgate; a Candy Crush game show based on the hugely popular mobile games of the same name for CBS (to be distributed domestically by CBS and internationally by Lionsgate); the new comedy game show *Funny You Should Ask* from Byron Allen and Entertainment Studios; MGM's *Couples Court* (loosely based on their successful *Lauren Lake's Paternity Court*); a second season of *Harry* from NBC Universal, and more.

After a successful preview last summer, 20th Century Fox Television Distribution is shopping *Page Six TV* at NATPE. "The show will debut in fall, 2017 on FOX TV stations in 17 markets, including New York and Los Angeles," said Ken Lawson, senior VP, 20th Century Fox Television Distribution. "And," he adds, "we'll be actively clearing the show in additional markets at NATPE."

Based on the hugely popular *Page Six* gossip column and website from the *New York Post*, *Page Six TV* is produced by Endemol Shine North America and hosted by comic John Fugelsang (*Sirius XM Radio/VH1*). Contributing experts and insiders include Mario Cantone (*The View*, *Sex and the City*), Bevy Smith (*Bravo's Fashion Queens*), *Variety* entertainment reporter Elizabeth Wagmeister and *New York Post Page Six* reporter Carlos Greer.

The show dishes the latest gossip and inside info on the world's biggest stars and celebrities and serves up inside info on high-flying hedge fund managers, larger-than-life real estate moguls and super-wealthy philanthropists. They also invite viewers to weigh in on daily topics via social media.

"The show is expected to air primarily in access, but is also paired with news in late fringe in some markets," Lawson said.

Also on offer from Twentieth is *Top 30*, a daily half hour strip show that focuses on the top 30 news stories of the day in a concise format. It's already cleared on Fox O & O stations. Lawson and his team will also be offering renewals of their hit series *Fresh Off the Boat* and *Last Man Standing*.

Lionsgate's new prime time adventure/survival show *Kicking and Screaming*, arrives at NATPE this year amid lots of global buzz. Slated for a spring, 2017 prime time debut on Fox TV, the show features ten teams of two - each comprised of a survivalist and a so-called primadonna - who must compete against the other teams in extreme challenges. Teams are eliminated each week until only one team is left standing at the end of the season. *New Girl's* Hannah Simone hosts the show, which is set in the exotic jungles of Fiji.

Kicking and Screaming promises fear, shock, drama and suspense, but the "tough guy" survivalist versus not-so-tough guy "glamper camper" conflict brings something different into the mix. "Every time a team completes a challenge successfully, we offer them an intermediate prize," said Peter Iacono, Managing Director of International Television at Lionsgate. "They get to choose between something useful, like a knife or a bundle of firewood, or something more luxurious, like a massage or a bottle of champagne. We're already seeing how these choices play out and bring some lightness and humor to the show."

All that would be news enough, but, Iacono said that the company will be producing several versions of *Kicking and Screaming* simultaneously that will air in different countries.

"It's an ambitious undertaking," he said. "No one has ever attempted something this big, but we're confident we have the experience and the great field production people to be able to pull it off." Produced by veteran Matt Kunitz (*The Real World*, *Fear Factor*) under his banner Pulse Creative, foreign versions of *Kicking and Screaming* will be set in various exotic locales, and will debut in late summer/ early fall 2017.

Iacono and his team will be pitching international broadcasters and partners at NATPE, with a focus on Latin American markets. "NATPE has become the must-do event for international programming," he said.

Also in the mix from Lionsgate is the TV version of the mega-hit mobile games *Candy Crush*, scheduled to debut in fall, 2017. With nearly ONE BILLION users of the *Candy Crush* mobile games, the future looks sweeter than ever with the chance to compete live on the air, or play along with TV show contestants to win big prizes. The TV show will be produced by CBS, Lionsgate Entertainment and King, the Stockholm-based

company that developed the mobile games in 2012. Demographically, the mobile games appeal most strongly to teens and 21 - 35 year-olds, but also have a surprisingly large audience among the 35 - 50 year-old demographic. Sixty percent of regular players are women.

"The game is addictive," Iacono said, saying that he was once late for an important meeting because he was trying to score a new level on *Candy Crush* on his mobile phone. "We know users are passionate about the mobile game and they're going to love the TV version," he said. CBS has issued a nationwide casting call for teams-of-two

contestants, promising lots of excitement and big cash prizes for winning teams.

CBS Television Distribution will distribute *Candy Crush* domestically and Lionsgate will handle international sales. Lionsgate is also bringing high-profile series *Graves* and *Nightcap*, which complement a slate of established mega hits that include *Orange Is the New Black*, *Nurse Jackie*, *Weeds* and *Mad Men*.

Graves, recently renewed for a second season, tells the story of President Richard Graves (Nick Nolte), a former two-term President of the United States as he embarks on a quest to right the wrongs of his administration and reclaim his legacy 25 years after leaving the White House. Its first season premiered in October of this year. *Nightcap* is an edgy comedy that takes the viewer behind-the-scenes and into the fast paced and high stakes world of a fictitious late night

talk show. *The Royals*, which was the first scripted commission for E!, and Golden Globe nominated and endearing comedy *Casual* are also back for new seasons.

Orion Television, a division of Metro-Goldwyn-Mayer, is offering *Couples Court*, a fresh new court show where couples come to share their stories of cheating and get help from the ultimate authorities: a husband and wife judge team.

Produced by 79th & York Entertainment and distributed by Orion TV Productions (Orion Television), The show is created and produced by David Armour, who also produces Orion Television's *Lauren Lake's Paternity Court*. The 30-minute show will incorporate GPS tracking, cell phone data, DNA testing and other modern technologies that litigants can use to prove their cases. "It's hard to hide bad behavior in this day and age," said Vicky Gregorian, senior VP, MGM Domestic Television Distribution.

In a first for courtroom shows, real life husband and wife attorneys Dana and Keith Cutler will serve as judges on the show. Married nearly 30 years, the Cutlers bring long careers in family law along with a unique yin/yang dynamic, with Dana being a "big personality" and husband functioning as the quieter more analytical member of the team.

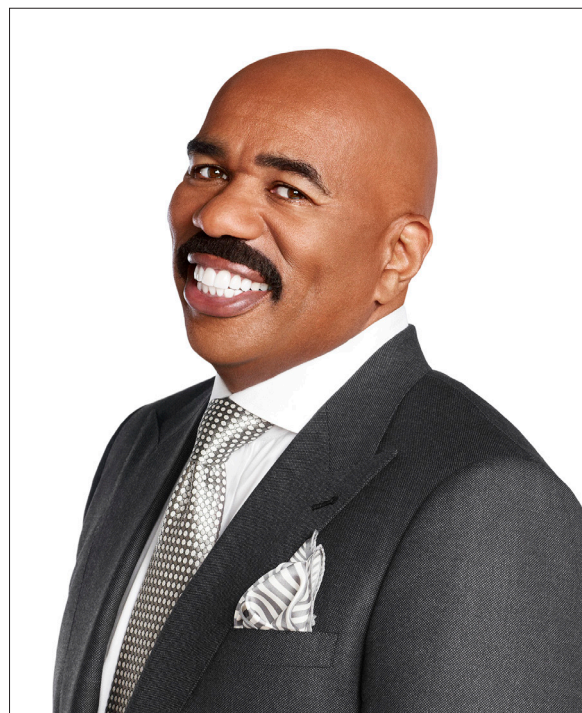
"*Couples Court* is all about the stories," said Gregorian. "There'll be plenty of drama, plenty of emotion, but because the show is set in a courtroom, we'll maintain a sense of decorum. You won't see anyone throwing things here. We'll focus on the drama and the evidence."

Each case will be resolved by the end of the 30-minute show. Orion Television will produce two shows each day, making them available to air back-to-back, or in combination with their successful *Paternity Court* series.

Byron Allen, Chairman of Entertainment Studios, said top on his list at NATPE this year is a 30-minute comedy game show, *Funny You Should Ask*. Hosted by *Extra TV* correspondent Jon Kelley, the show features two contestants who quiz a panel of six comedians for the chance to win cash prizes. "There's always a funny answer to a good question," Allen said, "and the contestants have to decide which answer is funny, but true and which is funny, but not true."



Entertainment Studios, *Funny You Should Ask*



NBC Universal, *Steve Harvey*

. . .AND PROGRAM RENEWALS TO NATPE MARKETPLACE

CONTINUED FROM PAGE 2

Entertainment Studios has already produced six episodes of *Funny*, which

Allen said will serve as the premier week for the show. Allen said that they have multiple offers from multiple markets and will be firming up deals at NATPE. "People love the concept of *Funny You Should Ask*. There's a clear need for a new comedy game show in the access time period," Allen said, adding that the show is a "natural companion" for the successful *Family Feud*, which recently topped perennial winners *Jeopardy*, *Wheel of Fortune* and *Judge Judy* in access time period ratings.

"Access and daytime time periods are becoming more and more crowded," said Bill Carroll, senior VP and Director of Content Strategy for Katz Media Group. "Some groups have more shows than they have time periods available."

With the cancellation of big-name talk shows with Meredith Vieira, Jane Pauley, Bethany Frankel, Queen Latifah and other celebrities, producers are reluctant to undertake the cost of producing a new show. "They're so expensive, you money in year one and you're lucky if you make any money in year two. It's year four or five before you start making real money, and most of the new shows don't make it that far. We haven't had a breakout new show since Steve Harvey came to *Family Feud*," Carroll said.

Speaking of Harvey, although there's been no official announcement yet, NBC Universal is said to be in talks now with Harvey for a new show to be produced by IMD and Steve himself. The show will be based in Los Angeles and will debut in 2018. NBC Universal Sales Manager Sean O'Boyle and his team will be beating the drums for the new show, as well as for a second season of *Harry*, which debuted in 2016. Sources at NBC Universal say that, although *Harry* moved from the coveted 4 pm time slot to 2 pm in several markets, they are committed to the show and are allowing it time to build on its "already impressive and loyal" audience.

As of press time, many syndicators have not yet announced any new programming for 2017-2018, though there are rumors of big announcements to come soon.

The perennial success of *The Wendy Williams Show* and *Family Feud* are clearly among Debmarm-Mercury's favorite projects.

Wendy is one of the top-tier syndicated talkers, while *Feud* is frequently the top-rated game show in first-run syndication.

Debmarm-Mercury co-president Mort Marcus attributes the ratings skyrocketing to Harvey's hosting which allowed Debmarm to secure upgraded time period renewals for *Feud* that is now cleared mostly in early evening access slots.

Feud's long-term endurance over 40+ years since it first aired in 1976 is due to its basic adherence to its comedic foundation, Marcus said. "It's the most perfect game show format ever created—a combination of a funny host and an opportunity for contestants to be funny, too," he said. "It has credibility on so many different levels."

As for now in its eighth season, former radio talk show personality Wendy Williams presides over provocative celebrity rumors and critiques in its "Hot Topics" segments.

"Wendy endures because she is such a terrific host. Not every celebrity can host a daily talk show, which explains why there have



Twentieth Television, *Page Six*. Host John Fugelsang and contributing experts: Carlos Greer, Elizabeth Wagmeister, Bevy Smith, Mario Cantone



NBC Universal, *Harry*



Lionsgate, *Nightcap*

point right now. We're going to have to be more creative and take greater risks to gain and keep the attention of the audience and maintain market share," he said.

Entertainment Studios is one of the largest companies making investments in first run content with new series *Funny You Should Ask* and five successful court shows on the air, including *America's Court with Judge Ross*, *Justice for All with Judge Christina Perez*, *Justice with Judge Mablean* and others.

"Traditional TV audiences are growing older every year and younger viewers are finding programming on cable, VOD, streaming and other services," Allen said. "Opportunity is never lost. Our competitors will always find it. That's why we have to give new programming a chance."

He added that his new comedy *Funny You Should Ask* appeals to a younger demographic than traditional long time shows in the access time period. "Young people do not want their grandfather's game shows," he said.

Carroll noted that when *Oprah* first aired, the only competition was *Phil Donahue*. "Now the competition is not only the established shows like *Jeopardy*, *Wheel of Fortune* and *Ellen*, but all the other programming that's now available on all screens."

It's a world where only the strong and the most innovative will succeed. Luckily, there's an abundance of both—success and innovation—right here at NATPE.



Lionsgate, *Graves*

The MUST-DOs...

NATPE 2017

MAJOR PLAYERS: WHERE TO FIND THEM

CBS Television Distribution

—Chateau Tower, Suite 1426

Debmar-Mercury

—Chateau Tower, Suite 1540

Disney/ABC Home Entertainment & Television Distribution

—Sorrento Tower, Suite 30714

Entertainment Studios

—Cabana #11 poolside (domestic). Versailles Tower, Suite 961/962 (international)

Lionsgate Entertainment

—Tresor Tower, Suite 2-3114/2-3116

NBC Universal

—Versailles Tower, Suite 1561/1562 (domestic) and Suite 1775 (international)

Sony Pictures Television

—Versailles Tower, Suite 1181

Twentieth Television Distribution

—Sorrento Tower, Suite 3-0512

Warner Bros. Television Distribution

—Versailles Tower, entire 16th floor

“In early December, I start counting the days ‘til NATPE. It’s a great feeling when the airplane wheels go up in Chicago, where it’s 5 degrees, knowing we’ll be landing in Miami where it’ll be 70 degrees.” - Ken Lawson, Senior VP and General Manager, 20th Century Fox Television Distribution

“The one thing that everyone has to do at NATPE is head to the Bleu Bar at the Fontainebleau to find old friends and colleagues. There’s nothing like sharing stories over a cocktail with the bright blue skies of Miami Beach in the background.” - Bill Carroll, Katz Media Group

“I’m a Joe’s Stone Crab person. I never miss a chance to have dinner there when I’m in Miami.” - Deborah McDermott, Media General

“I have to get my annual chocolate milkshake at the cafe on the lower level of the Fontainebleau. It’s expensive—\$8.00—and I only have one a year, but it’s great. And yes! I AM going to expense that \$8.00.” - Sean Compton, Tribune Media

“I love to go out to get real Cuban food. Sometimes, I go to Miami, sometimes to Coral Gables. Sometimes a fancy place, sometimes a little hole in the wall. It’s always worth the trip.” - Max Lucas, Lionsgate

“For me, NATPE is all about the people. This will be my 36th consecutive NATPE—every year since 1981. For me, it’s a reunion of people I love, respect and enjoy working with.” - Byron Allen, Entertainment Studios

STATION GROUPS: “BABY YOUR SHOWS” INTO PRODUCTION

CONTINUED FROM PAGE 1

Summit Track gives station managers and groups a forum to discuss strategies and offer insights gained from their respective experiences.

Until fairly recently, studios produced new shows for the daytime, early fringe and access time periods, and stations typically signed up for them for a two-year—or even longer—commitment.

But that system may no longer be the one-and-only model.

“The trouble is, so many of those shows didn’t make it,” said Deb McDermott, COO and senior VP, Media General. “Local stations were burned badly and they’ve become very reluctant to take chances on new shows now.”

McDermott came up through the station ranks, serving as VP and General Manager of Young Broadcasting’s WKRN-TV in Nashville, TN, then executive VP of Operations for Young Broadcasting. She now oversees operations for Media General’s 70+ stations in large, medium and small markets from New Haven to Honolulu.

“These days, there is a growing demand among broadcast-

ers for lower cost programming,” McDermott said.

“We have a desire to own our own future and not be bound by long term contracts for shows that don’t draw an audience. As station groups get bigger, it makes more sense for us to be producing some of our own content.”

In addition to its TV stations and several digital and mobile businesses, Media General is the owner of Los Angeles-based Bite Size Studios, that is about to go into its third season producing *Hollywood Today Live*, a one-hour entertainment talk show. Media General partnered with Fox on the project, and between their stations and Media Generals’, the show is currently running Monday through Friday 52 weeks a year in 50 percent of U.S. markets. “Best of all,” McDermott adds, “we’re using our own talent and producing it for about one third the cost of what we would have paid for a syndicated show.”

Media General is not the only station group now operating in the production arena. Panelist Sean Compton, president of Strategic Programming and Acquisitions for Tribune Media Company, oversees programming for 42 Tribune TV stations and nationally distributed digital networks Antenna TV and THIS TV. With stations in seven of the top 10 U.S. markets, Compton said that the company launched Tribune Studios in 2013 to develop and produce original series and syndicated programs across TV and the web. Its programs include WGN America dramas, *Outsiders* and *Underground*, and they recently became a more active partner in *Crime Watch Daily*, which airs in more than 200 U.S. markets.

That show features unsolved murder stories, videos highlighting caught-on-camera crimes, courtroom dramas, stings, spotlights on missing persons and undercover investigations. Experienced crime reporters reveal the story behind the story with unique angles and in-depth interviews from their Los Angeles newsroom.

At first, Tribune was a traditional affiliate for the show, which began airing in 2015. “The ratings were okay,” Compton said. “Not great. But we didn’t want to just cancel it and go looking for something else. We believed in the show and we wanted it to succeed.” His team worked with producers Telepictures to make changes, moving the show’s setting from Los Angeles to New York City and bringing in new host Chris Hansen (*To Catch a Thief, Predator*).

“The new production has a real day-and-date feel,” Compton said. “We shoot outdoors in Times Square in rain, snow and summer heat, but also combine that with newsroom reports from Los Angeles.” Tribune’s influence is paying off in the show’s second season, which has seen a dramatic increase in ratings.

“Our relationship with *Crime Watch Daily* is like the difference between owning a car and leasing it,” Compton said. “When you lease a car, you know it’s going to go away in three years, you don’t pay it a lot of attention. You take it for granted. When you own a car though, you baby it. You make sure you have good tires, regular oil changes, all that.”

Other Station Group Summit session panelists agree that “babying a show” is key to its success. Panelist Vivi Zigler, president of Digital, Brand & Audience Development at Endemol Shine North America, is at NATPE to promote *Page Six TV*, produced in partnership with the *New York Post*, Fox O&Os and distributor Twentieth Television.

Long an immensely popular mainstay of the *New York Post*, the original print version of *Page Six* has expanded to include a robust online social media presence. “This is not your typical new show that’s starting from scratch,” she said. *Page Six* is already an iconic brand. When we first began talking with the *New York Post*, we were so impressed

with their grasp of their brand, their voice, and their audience, we knew we had a winner that was already proven in the marketplace.”

“Right from the beginning, it was a four-way partnership,” Zigler said. “Even in early discussions, we had Fox there to discuss a test run on its O&Os, and we brought in Twentieth to talk about syndicating the program.” Endemol Shine produced and aired a three-week test of the show over the summer on Fox O&Os in seven markets.

When the ratings were in from their summer test, they went to work on the entire series. “We worked hand-in-hand with our test stations, developed digital assets, social media, press coverage—anything they wanted,” Zigler said.

Another fan of the baby birthing analogy, she observed, “When you birth that baby, you don’t just put it out there. You want to do everything you can to make sure it’s raised well.”

As distributors for *Page Six TV*, Twentieth Television president Greg Meidel said,

“We knew that we could build on *Page Six* with the TV show to increase engagement in its current audience, and expand its reach to millions of new viewers.” *Page Six TV* is already cleared on Fox O&Os in 17 markets, including New York and Los Angeles. The show is expected to air primarily in access, but is also paired with news in late fringe in some markets.

Panelist Mort Marcus, co-president of Debmar-Mercury, agrees with letting a trial period be a determining factor. “An abbreviated summer run might be the most reliable litmus test for a show’s success, insulating stations from a costly mis-

fire. It’s much more effective than creating a four-minute tape from which stations must bank on a show’s success for two years,” he said. “If it’s a bad show, it will be gone in a few weeks. We might lose a little bit of money in a test, but stations don’t have to go through a whole year with something that doesn’t have staying power. That’s just too risky.”

Station group execs say that though some industry experts are labeling this a slow syndication season, it can actually turn out to be filled with opportunities for station groups.

General Media’s McDermott is encouraging her local stations to stick with proven syndication winners, but also to branch out to produce their own programming. Their San Francisco station KRON produces a popular local reality show, *Backstory*, which features its own news staff covering Bay Area stories. “One of the most memorable episodes came from a reporter who was attending the funeral of a crime victim in a bad neighborhood. The footage shows him nervously approaching the church, talking about his feelings about the story, the victim, the neighborhood. It’s powerful stuff,” McDermott said. Media General is considering expanding the *Backstory* format to its other stations in key markets.

Tribune’s Compton also raved about about the station group’s new project, *The Robert Irvine Show*, with the celebrity chef (*Food Network*) setting aside his pots and pans to host a conflict resolution show in the 3 pm Monday-Friday slot on Tribune-owned stations and other CW affiliates. Irvine dishes up tough-love advice and conflict resolution options for everyday people facing a range of problems. “It’s a different take on Irvine, but we were confident we could pull the show off,” Compton said.

“We need ways to find new shows. But the marketplace is tough,” Debmar-Mercury’s Marcus said. “The syndication business is still very rigid. Programming can be stifling when you think too slow to move the boat around.”

Station groups now in the production business find that they are able to test and move more quickly than in the old way of doing business. “There will always be an appetite in the market for fresh new programming—the audience demands it,” said Twentieth’s Meidel, “but it’s become incredibly expensive to mount a new show and bring it to market. We need to be willing to take chances and be even more creative to make the economics work.”

Vivi Zigler added, “Endemol Shine produces more than 600 shows all around the world. We’re really good storytellers, but I originally came from the station side (she spent 19 years with NBC Universal, including several years at local stations). I understand the challenges facing station groups today. That’s why we work so closely with them to make sure their shows are successful.

“When you’re investing your money and your air time, you can’t just put the show on the air and hope for the best,” she said. “You need to go into it ‘whole cloth’ with press, marketing, digital and social media. You focus on that show and you just *will* it to be a hit.”



Mort Marcus, Debmar-Mercury



Vivi Zigler, Endemol Shine



Deb McDermott, Media General



Greg Meidel, Twentieth Television



Sean Compton, Tribune Media

**Preview (Wednesday)
Station Group State of the Union
Mona Lisa Ballroom
3:45-4:45 pm**

SCENE AND HEARD



TVS and Small Town Big Deal: Mary Joyce- International Sales Executive; Cassie M. Yde- President; Rodney Miller-Show Host, President/CEO; Jann Carl- Show Host, VP of Production; Lisa Romine- Syndication Sales Executive; Brooke Smith- Executive Assistant



Renaissance Women Productions: Parke May- Lead Camera; Nina May- Showrunner; Skip Lipman- Production Coordinator; Ron Newcomb- Production Manager



Entertainment Studios: Bryan Allen- Chairman & CEO; Andrew Temple- President Domestic TV Distribution



Mort Marcus and Ira Bernstein, Co-Presidents, Debmar-Mercury



Dan March- Managing Partner- Dynamic Television



Courtney Huber- Director of Sales- Olympusat



Alberto Ciurana- CEO- DT Consulting



Tim Crescenti- President- Small World International Format Television



Content Media Corporation: Alfonso Lopez- Manager, Sales & Distribution; Jonathan Ford- Executive Vice-President, Sales & Distribution; Mindi Lee- Sales Coordinator; Diana Zakis- Senior Vice-President, Sales & Distribution



Alexander A. Fiore- CEO of DreamHouse Entertainment and Mercedes Peder Fiore



Cosme E Lopez- CEO- CELC media



EGLA Communications: Cristian Ioszpe- Technical Sales; Andrea Ayala- Marketing and Strategic Planning; Dr. Edwin Hernandez- CEO



DCD Rights: Lenneke de Jong- Sales Executive; Rick Barker- Head of Sales



Banijay Rights: Elliott Chalkley, VP of Sales; Andreas Lemos- VP Acquisition & Sales, North America



Augusto Valverde- Executive Producer/ Host- Global Child & Mark Rodriguez- MDR Entertainment USA, LLC

WHAT TO DO? CRITICS' CHOICES RIPPED FROM MIAMI BEACH HEADLINES

Editor's Note: NATPE 2017 returns to the Fontainebleau and Eden Roc resorts in Miami Beach for three action-packed days of high-level keynotes and incisive panel sessions, but that doesn't mean there isn't some time to relax, unwind and enjoy the surrounding area. Home to world-famous stretches of sand and surf and dozens of eclectic dining options, Miami Beach has a long list of to-dos and must-sees—day and night. You just have to know where to look. **EXTRA EXTRA** went behind the local critics' headlines to curate insiders' favorites, delving into some well-known—some not so well-known—but all an invitation to authentic experiences unique to the glittering, sun-kissed city.

Yoga at South Pointe Park

Sun salute the morning with yoga on the beach, located at the lifeguard stand on Third Street off Ocean Drive. Beginning at 7 am daily, Third Street Beach Yoga instructors lead advanced and newbie yogis in a free yoga class, stretching, twisting and breathing their way to a more relaxed state. Sand sifting through toes, wind whipping hair, and a pastel-colored sunrise as a serene backdrop—it's a bit of soul searching inside a postcard setting. Wind down with a dip in the ocean, or explore the serpentine paths through grassy swaths and around contemporary art sculptures sprinkled throughout South Pointe Park.



Third Street Beach Yoga | yogasouthbeach.org | 786-529-6423



Las Olas Café South Beach | lasolascafesb.com | 305-534-9333

Cuban Coffee at Las Olas Café

A day in Miami wouldn't be complete without the smell of café cubano lingering through the air. And there's no spot in Miami Beach that makes a better version than Las Olas Café South Beach (644 Sixth St.). Wake up with a cup or indulge in a mid-day pick-me-up, ranging from coladas and cortaditos to espressos and café con leches, at this casual mom-and-pop-style cafeteria. Pair your warm drink with a sandwich cubano, a plate of eggs, bacon and tostada, or the special of the day, including creole beef pot roast on Tuesdays, for a taste of Cuba in Miami Beach that won't break the bank.

The Broken Shaker

Enter this enchanting twinkling green lair nestled inside the Freehand Miami hotel—where some of Miami's best bartenders concoct wholly original drinks and perfect renditions of classic favorites—and you'll quickly forget you're in Miami Beach. Instead, it's a setting that resembles a residential backyard with its tiki-themed bar and mismatched furniture surrounding the pool. But don't let the laid-back, homey vibes fool you. The Broken Shaker is at the top of its game. Among a long-list of accolades, it was named one of the 50 Best Bars in the World—and for good reason. Raise a glass of the multi-faceted Pedro Martinez. It's delivered in a pitcher of Bacardi, Scarlet Ibis, Smith & Cross rum, papaya juice, all-spice, sour orange, velvet falernum, guava wine and citrus, which includes 4-5 servings for \$50, and you'll see the proof is in this potent potion.



The Broken Shaker | freehandhotels.com/miami/broken-shaker 305-531-2727

Walkabout Lincoln Road Mall

Stretching several blocks of Lincoln Road situated east-west parallel between 16th and 17th Streets, Lincoln Road Mall is an adventure of its own. The vibrant outdoor mall is a hodgepodge of all that encompasses Miami—affordable and upscale, grungy and glamorous, relaxed and entertaining. Elevate your morning coffee at casual cafes such as Starbucks and Nespresso Boutique Bar, enjoy trendy restaurants—including Sugar Factory, Segafredo and Doraku Sushi, splurge on multi-level name-brand stores and upscale boutiques, peruse fine art galleries and stop to people-watch, which comes second to none.



Lincoln Road Mall | lincolnrroadmall.com

AGENDA-AT-A-GLANCE

TUESDAY, JANUARY 17TH

OCEAN TOWER SALON 1B/C SCRIPTED

9-9:45
CHAIRMAN'S REMARKS AND OPENING KEYNOTE
Nancy Dubuc, President and CEO, A+E Networks

2-2:45
The Producer's Responsibility In Storytelling

3:45-4:30
The Business of Scripted: How Players Must Adapt in a Rapidly-Changing World

4:45-5:30
The Impact Of Digital Storytelling And Binge Watching On Audience Behavior

5:30-6:15
SCRIPTED MEET-UP

OCEAN TOWER SALON 2A REALITY

10-10:45
K7 Showcase: A Year In Reality - What Happened And What's Ahead

11-11:45
Dynamic Duos: Talent/Producer Partnerships

2-2:45
China Market Navigator

3-3:45
We're All Reality Content Producers Now: The Powerful Intersection of Reality TV and Social Media

4-4:45
The Big Networks: Launch It Here And It Will Go Everywhere

4:45-5:45
REALITY MEET-UP

OCEAN TOWER SALON 2B/C PLATFORMS / BRANDS & ADVERTISING

10-10:45
Television's 360/VR Opportunity

11-11:30
KEYNOTE: Crossing the Traditional/Digital Divide: In Conversation with Facebook's Matt Jacobson and Lionsgate's Kevin Beggs

12:15-12:45
In Conversation With Hulu's Head of Content, Craig Erwich

2-2:45
Rise of the New Media Companies: Why Are They Shifting to Content Models and Where is This Space Going?

4-4:45
The Future of TV and Data: Inside The Leaders' Playbooks

MONA LISA BALLROOM MUSIC

10-10:45
Music Industry State of the Union

11-11:30
At the Corner of Music and Scripted Drama

11:45-12:30
Create, Protect & Collect: Music Rights and IP, Domestic & Worldwide

2-2:45
The Nexus of Live Performance and Digital Broadcast

3-3:45
KEYNOTE: In Conversation with Songwriter, Author and Actor Paul Williams

4-4:45
Framing Your Show One Lyric at a Time: The Role of the Music Supervisor

4:45-5:45
MUSIC MEET-UP

KEY BISCAYNE A MASTER CLASS SERIES

2-3
The Reality of the Deal: Current Legal Issues in Production, Platforms and International... with Jeff Leibenson / IAEL

4-4:45
Working with Influencers... with Logan Paul, Executive Producer of *The Logan Paul Show*

WEDNESDAY, JANUARY 18TH

OCEAN TOWER SALON 1B/C STORYTELLERS

9-9:45
The Value of Creativity With Morgan Spurlock, Rob Dembitz, Josh Rabinowitz and Teddy Lynn

10-10:45
A Chat With Adi Hasak, Creator and Executive Producer of *Eyewitness* and *Shades of Blue*.

11:45-12:30
A Chat With... Josh Sapan, President and Chief Executive Officer, AMC Networks Inc., and Gale Anne Hurd, Executive Producer, and actor Lauren Cohan of *The Walking Dead*

3-3:30
Pixel to Projector: In Discussion with Logan Paul on Digital Creators jumping from Mobile to the Big Screen

3:45-4:15
A Chat With Callie Khouri, Creator/Executive Producer, *Nashville*

4:30-5:15
How Virtual Reality is Reshaping User Experience One Influencer at a Time

OCEAN TOWER SALON 2A REALITY

9-9:45
The State of the Indies

10-10:45
Networks & Producers in the Age of Disruption

11-12:30
Working Hand in Hand for Win-Win Cooperation

2-2:45
Crime In Cable

3-3:45
Master Class: The Reality of the Sizzle Reel...with Eric Schotz, President & CEO, Anvil1893 Productions

4-4:45
It's Been Ages! When the Hell Are We Going to Have a New Global Hit

5-5:45
Cable Survival Guide: Breathe Deep And Tend To Your Brand

OCEAN TOWER SALON 2B/C PLATFORMS/BRANDS & ADVERTISING

9-9:45
The eSports Content Boom: What's Really Stealing Eyeballs From Broadcast

10-10:45
Screen Queens: How to Differentiate and Win in the Content Creation Game

11-11:30
In conversation with Susanne Daniels, Global Head of Original Content, YouTube

11:45-12:30
Meaningful Impact: How Social Good Strengthens the Audience Bond

2-2:45
Nielsen Local 2020: Advancing Local Television Measurement

3-3:30
KEYNOTE: In Conversation with Bob Bakish, President & CEO, Viacom.

4-4:45
Catch the Online Video Revolution

4:45-5:45
PLATFORMS & BRANDS & ADVERTISERS MEET UP

MONA LISA BALLROOM STATION GROUP SUMMIT

8-9:30
Station Group Summit Breakfast Meet Up and Discussion: New Deals and Future Partnerships Getting Your Idea To The Marketplace

9:45-10:30
How GMs Lead in a Digital World

10:45-11:30
Booked: Learn From Media Experts How to Get the Best Talent for Your Television Shows

11:45-12:30
The Big Data Bridge: How TV Stations Can Most Effectively Utilize Big Data to Drive Success with Agencies

2-2:45
Stories That Belong on Digital and Stories That Don't: Different Platforms, Different Content

3:45-4:45
Station Group State of the Union: Renewing Shows vs. Finding New Syndication Models: Which is the Stronger Play?

PROMENADE BALLROOM MASTER CLASS SERIES

9-10
How To Thrive In The Scripted Market...with Morgan Wandell, Head of Drama Development for Amazon Studios

2-3
Comedy Writing at its Best... with Steve Levitan, Creator of *Modern Family*.

SAVE THE DATE



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