



**SNEAK PEEK AT TODAY'S HOT SPOTS ON THE EXHIBIT FLOOR.
SEE PAGE 2, 'FLOOR FUN' AND 'CELEBRITY WATCH!'**



EXTRA[®]

S H O W D A I L Y

THE CABLE SHOW · BOSTON TUESDAY, MAY 22, 2012

CABLE ROCK SOLID

BY SCOTT VAN VOORHIS

Monday's keynote speaker Michael Powell, NCTA president and CEO and former FCC chairman, promised that broadband will rock the future, but must continue to be "a free enterprise success."

Before his remarks, Cable Show goes entering the Grand Ballroom met with loud rock music, flashing lights and twin animated wide screens flanking

See **ROCK SOLID, P. 8**

BUSTED: CABLE'S MYTHS

BY SCOTT VAN VOORHIS

Cable companies don't care about customer service. They are monopolies. And when it comes to technology, they are behind the times.

These and other myths have proven hard for cable to shake, haunting the industry for decades. But the same wired revolution that has created a world where rumors can spread like wildfire has also given the industry new ways to

See **MYTHS P. 4**



Industry chieftains at Monday's opening session—left to right, Time Warner Cable's Glenn Britt, Discovery Communications' David Zaslav, and AOL's Tim Armstrong—traded warnings about the potential pitfalls ahead with multi-platform content (story, at right). Meanwhile, other VIPs also weighed in on cable's future, including Massachusetts Governor Deval Patrick and NCTA president Michael Powell (story, at left). Below, after the opening session, the audience crowded into the exhibition hall.



CONTENT DRIVING SUCCESS

BY SCOTT VAN VOORHIS

From sports to drama, the cable industry's trump card is compelling content, even as technology upends when, where and how consumers watch TV, a trio of prominent industry executives noted Monday. The rousing affirmation for an old-fashioned cable staple—content—came from cable powerbrokers Tim Armstrong, AOL chairman and CEO, David Zaslav, president

See **CONTENT, P. 8**

at deadline

CSG Systems International, a global provider of software- and services-based business support solutions that help clients generate revenue and maximize customer relationships, predicts that customer preferences, demands and needs will change more in the cable and satellite industry over the next five years than in the past 20 combined. As a strategic partner to many U.S. cable operators, CSG must anticipate how cable operators will need to service their subscribers in the future and

See **DEADLINE, P. 4**

TODAY

ALL DAY
Angel Food, Island Impact and Pomegranate Punch flavored Smoothies
Discovery
Booth 467

11:15-11:45 A.M.
Chris Matthews
Hardball with Chris Matthews

11:45-12:15 A.M.
Rachel Maddow,
The Rachel Maddow Show

12:15 P.M.
Sports surprise for hockey fans

2-2:30 P.M.
Jeannie Mai, *How Do I Look?*

2:30-3 P.M.
Melissa Gorga, Caroline Manzo and Kathy Wakile, *The Real Housewives of New Jersey*

3:15 P.M.
Bruce Jenner, *Keeping Up With the Kardashians*
NBCU
Booth 449

11:30A.M.-NOON
Megyn Kelly, *America Live*

FLOOR FUN & CELEBRITY WATCH



Nomar Garciaparra at 1 pm



Charles Herring, Wealth TV president, treats to Cuban cigars all day, booth 2067

3:30-5 P.M.
Emmy Award
Disney and ESPN Networks
Booth 433

2 P.M.
Julian Beeker, *Pavement Artist*
Halogen TV
Booth 1563

2 P.M.
LaVall Edwards and Trevor Match of BYU's 1984 National Championship football team
BYUtv
Booth 1815

4 P.M.
Drawing for winner of TWO Vespa scooters
RLTV
Booth ES-10

WEDNESDAY

11 A.M.-1 P.M.
Hot coffee and a CNN mug
Turner
Booth 767

11 A.M.-NOON
ESPY Award

NOON-1 P.M.
Men's Division NCAA La Crosse Trophy
Disney and ESPN Networks
Booth 433

2-5 P.M.
Julian Beeker, *Pavement Artist*
Halogen TV
Booth 1533

1:30-2 P.M.
Liz Claman, *Countdown To The Closing Bell*
FOX
Booth 749

1-3 P.M.
Characters Jake and Finn, *Adventure Time*
Cartoon Network
Booth 767

1-2 P.M.
Tim Rowell, "old time" musician
BlueHighways TV
Booth 1414

2 P.M.
Nick Tarabay and Craig Parker of *Spartacus: Vengeance*
Starz
Booth 1433

11 A.M.-NOON
University of Georgia's Harry Dawg

NOON-1 P.M.
Terry Francona, *Baseball Tonight*

1-2 P.M.
Nomar Garciaparra, *Baseball Tonight*

2-3 P.M.
BCS Championship Trophy



Spartacus at 2pm



Old Time music at 4 pm

SPORTSMAN CHANNEL BAGS MEALS FOR THE HOMELESS IN BOSTON

BY PATRICIA MANDELL

VENISON tacos, venison fajitas or venison chili on your food A-list of food favorites? Thanks to Sportsman Channel's annual initiative to serve the hungry in a city hosting The Cable Show, 400 guests of one of the Boston area's largest homeless shelters dined this week game and fish donated by sportmen and anglers.

Hunt.Fish.Feed started five years ago. "If you harvest a big game animal like a white-tailed deer, you might wind up with 100 to 125 pounds of meat," says Todd Hansen, COO of the Sportsman Channel. An avid hunter and sportsman, Hansen brought home more meat than he and his wife could eat. "Instead of watching it go to waste, we'd rather see people enjoy it," he says. So he looked for places to donate the extra, and gave meat to the local food pantry. The food pantry loved it, and asked for more. Many more sportsmen and women were also interested in donating, and they joined in.

Since 2007, HFF has grown to an annual 10-city tour, and has fed more than 16,000 meals to the hungry. One year in Detroit, 2000 people received meals, and 1500 in Los Angeles. Hundreds of volunteers help prepare, set up, serve and clean up the



Left to right: Scott Leysatch, Sportsman Channel's host of *Dead Meat*; Suddenlink Communications' Tom McMillian COO, and Jerry Dow, CMO; John Riggins, NFL Hall of Fame member and host of upcoming Sportsman Channel's *Riggo on the Range*; Dane Snowden, NCTA's chief of staff; and Gavin Harvey, CEO, Sportsman Channel

meals. HFF tries to help major cities with the greatest homeless and poverty-stricken populations.

This year, Boston is the fourth stop on the tour. "It's a first for us," says Barbara Trevisan, Pine Street Inn's director of communications. "It's not the typical thing, so we're grateful to have this kind of food." The Pine Street Inn is one of New England's largest and most visible homeless shelters, founded in 1969 and providing 700 beds. Besides meals and shelter, it provides affordable permanent housing, street outreach, job training and placement, mental

health support and abuse treatment. It serves more than 1500 homeless a day and 12,000 annually.

Ounce for ounce, venison packs more nutritional power than ground beef: It has more protein and minerals, less cholesterol and fat. HFF brings in its own chefs, recognizing that not everyone may know how best to prepare venison, which is much leaner than ground beef.

Volunteers from NCTA help grind the meat and prepare the meal, set up the dining room, serve and clean up. Helping out at HFF is so

popular with NCTA members that "Every year we get the same people coming back to volunteer from NCTA," says Michelle Scheuermann of the Sportsman Channel. Volunteers are outfitted with spiffy Sportsman Channel T-shirts and aprons and shuttled volunteers from the Boston Convention and Exhibition Center to the facility in the South End.

The goal for the future, says Hansen, is to keep building Hunt.Fish.Feed into a sustainable program and to partner with more sponsors.

YOUR NEXT GREAT TELEVISION SERIES HAS ARRIVED!!

THE SONGS YOU LOVED

THE STORIES YOU HAVEN'T HEARD



TOMMY JAMES

ANIMATIONS'S BILL WADHAMS

NU SHOOZ

GINO VANNELLI



BARRY SCOTT
BARRYSOTT@LOST45.COM

MARK HELMS
SOUND AND VISION MEDIA
MARKHELMS@SAVMEDIA.COM
PHONE: 781-284-9707
CELL: 978-979-8908



PUBLISHER
SANDRA DRIGGIN

EDITOR
SHARON DONOVAN

ART DIRECTOR
CHRIS CUDDY

CONTRIBUTING EDITOR
KATE BACON

REPORTERS
PATRICIA MANDELL
SCOTT VAN VOORHIS

PHOTOGRAPHERS
KC COHEN
FRANK MONKIEWICZ
LISA POOLE

VIDEO CREW
HOWARD COOK
MARK HELMS
MARK SMOLAK

EXECUTIVE DIRECTOR
ADVERTISING SALES
DEBBIE PREVITI, 201-723-3434

ACCOUNT EXECUTIVE
GWEN CAMPBELL, 310-704-9011

EXTRA EXTRA
21 MCGRATH HIGHWAY
SUITE 405
QUINCY, MA 02169
TEL: 617-773-6996, FAX: 617-698-1254
www.extraextra.biz

EXTRA EXTRA's pressroom at The Cable Show is located at the Boston Convention & Exhibition Center, Room 102AB

Email news and announcements to Sharon Donovan at extraextrashowdaily@gmail.com. Daily deadline at 3 p.m.

For advertising sales contact Sandra Driggin (cell, 617-212-4000) or Debbie Previti (cell, 201-723-3434).

©2012 All Rights Reserved

For a preview of this exciting new series, please go to: www.newvideoimages.com

FOCUS ON HOME AND LIFESTYLE DRIVES NEW TECH PLATFORMS

BY SCOTT VAN VOORHIS

Comcast made a splash on opening day of The Cable Show with a pair of big announcements, headlined by plans for a new platform that will enable customers to do everything from set the home thermometer to check out the evening's lineup of shows.

Neil Smit, Comcast Cable's chief executive, took the floor at Boston's waterfront convention center to offer a preview of "Project Dayview," a high-tech daily planner for the 21st century.

The platform, which will hit the market later this year, offers everything from traffic reports to the evening's lineup of shows on the TV screen. The information, in turn, is drawn from a range of sources, from social media to cable.

"Our new IP-based interface will also turn the TV into more than just a video screen by providing customers with a convenient way to manage the multiple sources of information that are important to them—all from one place," said Charlie Herrin, senior VP of product design and development for Comcast, in a press statement.

Designed like a personal dashboard, the platform can be set to alert users to voicemails and DVR data, as well as texts, emails and voicemails. The screen also offers a rundown of key home systems, such as lights, alarm, room temperatures and thermostat settings, and security video feed as well.

Comcast customers will also be able to use the personal planning platform on other devices as well, including personal computers and mobile devices, the company said.

Meanwhile, independently owned Outside Television will make its debut next month on Comcast's XfinityTV systems across the country.

The new channel is an outgrowth of the 35-year-old Outside Magazine and will focus on the "active-outside-enthusiast lifestyle," according to a press statement.



Neil Smit, Comcast Cable's CEO

BUSTING CABLE'S MYTHS

CONTINUED FROM P. 1

fight back as well.

Fed up, cable companies are turning to social media to debunk old notions and get the facts out when problems do occur.

Some of the industry's top executives and experts on this afternoon's panel will detail how they are using Twitter, blogs and Facebook to try change the industry's image and to battle rumors with facts.

"Cable has to be smart in how it can step out and position itself if it is ever going to turn the tide on some of these deeply mistaken beliefs," said Cindy McConkey, senior VP of corporate communications for Scripps Networks Interactive.

One challenge is that cable, even as it pushes the innovative envelope, is not "new" in the same way that fledgling internet competitors are, having been around for decades.

But too many consumers don't realize that cable companies provide the infrastructure upon which much of the wired and mobile world spins, executives say.

In fact, triple play, bundling phone, internet and video is old hat for cable companies, who are now pushing into sophisticated business services.

While everything mobile is hot right now, the up-and-coming sector couldn't thrive the way it is now without cable, notes Thomas J. Larsen, group vice president, legal and public affairs at Mediacom Communications Corp.

Most wireless carriers now rely on contracts with cable companies to transfer their signals from towers to fiber optic lines controlled by the industry, Larsen said.

Cable companies have invested heavily in

their fiber and have the ability to dramatically speed up their services to meet various demands, said Steven Jones, executive director of the Association of Cable Communicators.

"People call it dumb pipes, but the dumb pipes are really smart pipes," Jones said. "If speed is an issue, they can bond a couple channels together and greatly increase the speed."

One major achievement is DOCSIS 3.0 which has allowed more data than ever before to be sent at ever faster speeds, which is arguably far superior to rival DSL offered by Verizon, a telecom, according to Larsen.

"As more devices come into the home, the best and only platform to support them will be the cable platform," he said.

And the romance with everything new obscures the fact that, when it comes to video, watching TV on cable remains a far superior experience to trying to follow the action on your computer screen, Jones said.

Meanwhile, on the programming side, cable is pushing the envelope, aggressively using social media to promote shows and coming up with interactive features to engage viewers as they watch, he said.

Still, being seen unfairly as a technological laggard is one thing, but being tarred as uncaring toward your customers is something else altogether.

One of the most damaging and stubborn to dispel myth is the old idea that the industry just doesn't care about customer service, industry executives say.

Mediacom has even issued a 90-day, money-back guarantee for new products and programs.

Starz power—Ed Huguez, president, affiliate distribution, and Tom Gove, VP, affiliate sales and distribution—hosted and toasted the Starz original series Magic City with Steven Strait and Elena Satine



at deadline

CONTINUED FROM P. 1

As a strategic partner to many U.S. cable operators, CSG must anticipate how cable operators will need to service their subscribers in the future and build customer care and billing systems with the flexibility to meet those needs. Among its predictions: the number of cable customers under a single roof will grow exponentially. The majority of today's cable services are delivered to a household, which is assigned to a primary account holder who is responsible for paying the bill. In the next five years, operators will need to expand this view to better understand every customer within a given household, including each family member and the devices they use, and proactively deliver a personalized experience to each. In addition, CSG predicts that cable operators will dominate the digital content market, becoming media conglomerates that can provide competitive pricing and packaging to customers leveraging the operator's network, as well as customers leveraging other networks.

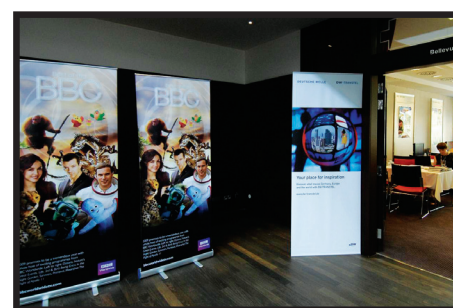
natpe.budapest

CONTENT FIRST



June 26-28, 2012

Sofitel Chain Bridge Hotel, Hungary
natpebudapest.com



After 20 years of management by our friends at BASIC LEAD, Discop East is now NATPE|Budapest.

NATPE|Content First, is a non-profit trade show organization based in Los Angeles that will be celebrating our 50th anniversary next year.

We are proud to be the sole organizer of the BUDAPEST market and invite you to also consider NATPE|Miami in January 2013.



Sign Up Now!

IN BUDAPEST AT THE SOFITEL YOU WILL FIND:

- 1200+ participants from 40+ countries
- 350+ professional content buyers, many who do not go to MIP
- 250+ global content suppliers
- A transactional marketplace for TV series, telenovelas, formats & channels
- Access to NATPE|Budapest database via myNATPE online scheduling and networking tool



© 2012 NATPE. All rights reserved



Cisco Systems' Marc Aldrich, segment VP, and Time Warner's Jim Ludington, executive VP, new members of the Cable Pioneers, with their wives, Jan (far right) and Colleen, (second from left), respectively



NCTA's Rex Bullinger, senior director for broadband technology, with Pierre Roy, NAGRA COO, and ETC Ventures' managing partner Eric Tveter, a new member of the Cable Pioneers

Scene & Heard

Pioneering is absolutely the theme of The Cable Show this year in Boston. Student entrepreneurs from some of the nation's top universities are going head-to-head in a two-day, non-stop competition in Imagine Park to develop cutting-edge cable industry apps. None of this would be possible if it were not for the original pioneers who made cable the entertainment and business powerhouse it is today. So it's only fitting that the industry's legends were honored Sunday night at a soiree at the Boston Harbor Hotel on Rowe's Wharf as the sun set over the ocean and the Hub's skyline. Hundreds turned out for the black-tie dinner to welcome the 2012 class of Cable TV Pioneers, carrying on an annual tradition that began in Chicago in 1967. This year's class was particularly diverse, featuring executives with more than 20 years in leadership positions in such areas as consulting, finance, engineering, development, operations, computer software development and entertainment.

— Scott Van Voorhis



Former HBO marketing and sales chief Bob Grassi, a new member of the Cable Pioneers, with Craig Cuttner, HBO's senior VP, advanced technology



ION Media Networks' Samara Cummins and MTV co-founder Marshall Cohen, a new member of the Cable Pioneers



CSPAN executives Peter Kiley and Bruce Collins, general counsel and a new member of the Cable Pioneers, with NCTA VP Jadz Janucik and CEO Rob Kennedy.



Atlantic Broadband president Ed Holleran, just inducted into the Cable Pioneers, with wife Nancy and New Wave chairman Tom Gleason



Brendan Paddick, Columbus Communications' CEO



Carey Sonsino, a CableLabs software engineer



Needing no introduction, Larry King poses with a few of TBS's supervising crew: from left, Jeremy Less, business development and multi-platform distribution; Coleman Breland, COO of network sales; Jennifer Mirgorod, brand revenue and accounting; and Rich Warren, content negotiations and strategy

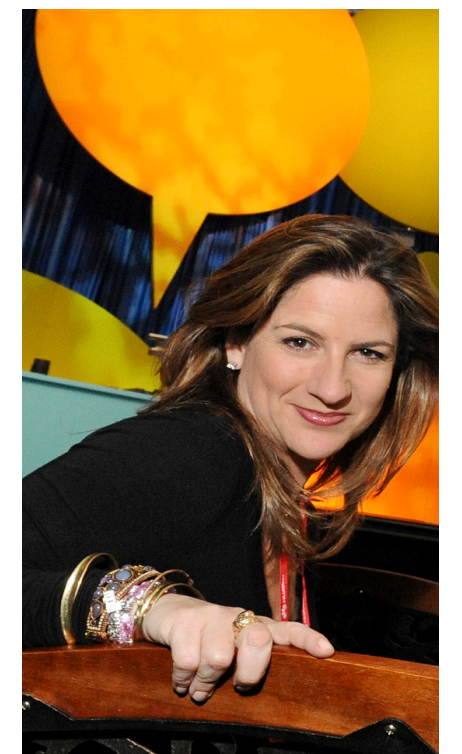
Scene & Heard

Monday's convention and exhibition got off to a roaring start with glam and glitz in the Grand Ballroom, as NCTA president Michael Powell came out swinging for the cable industry. Investing heavily in cable was a risky play that paid off, and will keep paying off, Powell said in his keynote speech. When the exhibition floor opened, its dynamic and interactive displays competed for the attention of a crowd that jammed the aisles. Imagine Park proved mighty popular, with its first five shows on innovations in UX, interfaces, speed to market, product enhancement and Boston's Startup Alley. Indeed, technology was on everyone's to-do and to-learn list, as innovators and newcomers shopped their wares. The women of WICT feted their own at a luncheon in the Grand Ballroom, and breakout panels too numerous to list kept everyone busy all afternoon. As evening dropped the curtain on the convention center, the new Cable Hall of Fame honorees celebrated in the Grand Ballroom of the Marriott Copley Place in Boston's Back Bay.

— Patricia Mandell



Jeff Sherwin, CEO, This Technology



Adriana Waterston, VP, marketing and business development, Horowitz Associates



Gary Hammer, Ceton president and CEO



BYUtv's Keith Willes, marketing director, and Mikel Minor, senior coordinating producer

CABLE ROCK SOLID

CONTINUED FROM P. 1

the stage (music courtesy of Atlanta's iBand in all black, playing their "instruments" on iPads).

Convention co-chairs Philip Kent, chairman and CEO of Turner Broadcasting System, and Neil Smit, Comcast Cable president and CEO welcomed a standing-room-only audience, remarked that Boston's reputation for innovation makes it a fitting venue for the show's first-ever appearance here.

Massachusetts Governor Deval Patrick made clear that cable is always welcome in the Commonwealth. "We have a growth strategy in Massachusetts, and this industry has an important role in it," Patrick said. "We plan on expanding broadband service to every corner of the Commonwealth." Massachusetts has four times the

national average of IT companies, Patrick said, and all are dependent on the cable industry. "We invest in what we know makes a difference."

In his remarks, Powell showed he has every confidence in the cable industry, no matter whether consumers have more smart phones than DVRs. "Cable is thriving, with new energy, new products and a very promising future," Powell said.

Cable is integral to the popularity of TV, he said, harking back to the days of only three networks, lots of static and The Star Spangled Banner at midnight. "Cable is how we connect to the world and to one another. Americans love TV. We watch 147 hours of TV a month," Powell said. Not only is cable "the original social medium" with people sharing what they watched, but cable has made TV "a rich experience."

"It's all available because the cable industry took a mediocre medium and made it better," he said. Cable improved reception and what we watch, ushering in such shows as Homeland, Mad Men, kids programming on Nick-oledeon, cooking shows, sports, and news and public affairs, he said.

"So many Americans stuck with cable during the recession that it's a testament to...our industry," Powell said.

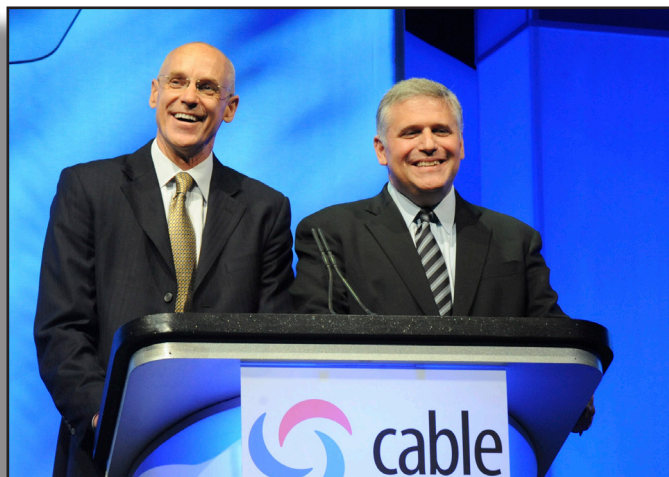


Massachusetts Governor Deval Patrick

"The cable industry chose to bet big on the promise of delivering broadband service" to the tune of \$200 billion in infrastructure. The payoff: Cable now reaches 93 percent of homes, Powell said.

No matter what you throw at it, "The industry has never stopped moving," Powell said. "It has never been content to rest on its laurels." And cable will continue to fight hard and to meet the demands of consumers and the challenges of competition. Cable has increased broadband speed so much—by 900 percent—that content can't keep pace.

Powell concluded with a cautionary note: Governmental control "would be a disastrous experience" for the cable industry. "If you let politics have the last word, then the cable industry will wind up like the U.S. Postal Service, the antiquated above ground power lines and the nation's crumbling transportation system," he said.



NCTA co-chairs Neil Smit and Phil Kent

CONTENT DRIVING SUCCESS

CONTINUED FROM P. 1

and CEO of Discovery Communications and Glenn Britt, chairman and chief CEO of Time Warner Cable, at Monday morning's kick-off panel discussion.

But the trio also warned of potential pitfalls ahead as the industry scrambles to produce the gamut from hit comedies to games available on a range of platforms, from cable to mobile phones. In particular, cable must be vigilant about protecting its revenue streams, particularly advertising.

"There is a lot of power in content," Discovery's Zaslav said, with a warning as well. "We as an industry need to put our content on platforms that are sustainable economically."

Driving the dramatic changes are increasingly tech-savvy consumers who, while devoted to their favorite shows, care less

about the platforms they view them on, with ease of use and convenience major factors, the executives said.

Asked by moderator Erin Burnett, CNN's chief business and economics correspondent, if the cable box is destined to go the way of the dodo bird, Time Warner's Britt paused briefly, before offering a simple "yes" and adding "The world is coalescing around the internet IP standard."

Given the dramatic changes underway, the cable chiefs said the name of the game is producing content for a range of platforms.

"We want to be in every device in the home," Britt said.

Said AOL's Armstrong: "We are trying to build our content where we think the audience is."

Still, the executives also warned of cookie cutter

approaches to producing content, with different platforms requiring different approaches.

Cell phones, Britt argued, are simply not equipped—and may realistically never have the bandwidth—to be the ideal platform for long feature films. Instead short clips are the name of the game, he said.

But even as the cable chiefs touted their content, they also argued the industry must be aggressive in dealing with challenges to its business model.

Dish Network's new Auto Hop technology, which erases ads and frees viewers from having to fast forward every 10 minutes, drew ire from Discovery's Zaslav.

The new ad hopping technology, in the long-term, could prove self-defeating for Dish, one of the top distributors of TV programming, if it undercuts the business

model needed to produce content, he said.

"It's the fad of the moment, but I don't think it's sustainable," Zaslav said. "In the end, we need subscribers and we need advertisers."

But Armstrong argued cable needs to take a more creative approach to fighting back. He noted AOL, on the internet, has shifted from putting several ads on a page to focusing on one or two more interesting and engaging pitches. The effort, in turn, has been well received by consumers.

With an eye to the future, Armstrong also suggested focusing first on making content that works on mobile and then worrying about how to make it mesh with other platforms.

"The companies that do this will have a big advantage," he said.