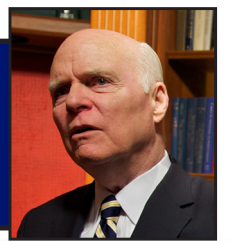




VANGUARD AWARDS TODAY!

story page 3



EXTRA[®]

SHOW DAILY

THE CABLE SHOW · BOSTON WEDNESDAY, MAY 23, 2012

POLITICS USUALLY SUSPECT

BY PATRICIA MANDELL

The nuances of deciphering hidden agendas in this election year ignited the newscaster panelists in Tuesday's session focused on dissecting the subject, Campaigns In Context. It didn't take much debate to get a rise out of the irascible Chris Matthews, host of *Hardball with Chris Matthews* on MSNBC, who, in turn, riled colleagues and co-panelists, John King, chief national

See **SUSPECT**, P. 4



Michael Powell, left, NCTA CEO and president, converses one-on-one with Julius Genachowski, FCC chairman, about the cable industry's challenge to close the gap that currently is limiting service to low-income areas. More details, story, bottom right.

SCREENS DICTATE FUTURE

BY SCOTT VAN VOORHIS

Verizon Wireless stole the spotlight on The Cable Show's second day, unveiling a new Viewdini app that will deliver an array of videos, from short clips to movies, to customers' mobile devices.

Verizon Wireless CEO Dan Mead revealed plans for the new service at a panel discussion moderated by Julia Boorstin, CNBC's media and entertainment reporter and

See **FUTURE**, P. 4

RISING TO CONSUMER ADOPTION

BY PATRICIA MANDELL

Marking back to his keynote speech, Michael Powell, NCTA president and CEO, launched into his one-on-one discussion with FCC Chairman Julius Genachowski by asking whether he, too, thought the cable industry has been focused on innovation and creativity.

"Absolutely," Genachowski said. "America's back—we've regained world leadership. But it's not a time to let our feet off the gas."

See **CONSUMER** P. 4



Exchanging views in a heated debate about the relative merits and demerits of Campaigns in Context in a Tuesday opening session, panelists Chris Matthews, left, host of *Hardball With Chris Matthews* on MSNBC; John King, chief national correspondent and anchor of *John King, USA*; and Maria Elena Salinas, co-anchor of *Noticiero Univision*, did agree on at least an election game plan—story, top left.

at deadline

Bravo Media premieres *Miss Advised*, a docu-series about three single relationship experts who make a living dispensing dating advice, but struggle to make their own love connections. Partnering with RelativityREAL and Ashley Tisdale's Blondie Girl Productions, the series follows Julia Allison in Los Angeles, Amy Laurent in New York City and Emily Morse in San Francisco, as they maneuver through the dating world disregarding their own advice. When it comes to falling in love, these experts need to practice what they preach.

See **DEADLINE**, P. 4

INDEPENDENTS, ENTREPRENEURS COMPETE FOR MORE AUDIENCE

BY SCOTT VAN VOORHIS

Cable entrepreneurs pursuing dreams of niche channels have long been a key ingredient in the creative success of the industry, resulting in a wide and diverse range of offerings.

Yet while there has never been more interest in starting up new channels, independents are finding it harder than ever to find a spot in the lineup of the big cable networks, veterans of cable start-ups agree.

The squeeze comes amid rising consolidation among the industry's big players and fierce bottom-line pressures, such as rising retransmission fees levied on the big cable players by broadcasters such as CBS, NBC and Fox, topics to be the focus of a panel today outlining both the challenges and opportunities facing independents.

There are no shortage of would-be TV entrepreneurs, with the explosion in digital technology and easy to use filming and editing equipment making it easier than ever, on a purely technical level to get into the game, they said.

But to make a real go of it, a budding channel needs to find a home on a network. While simply opening up on the web is always an option, in order to attract a large enough audience to make a go of it, getting on a cable lineup is key, they said.

One hurdle facing independents has been consolidation in the cable industry itself, with a growing number of markets, like Los Angeles, with only one major cable provider. That has reduced the options for independent channels trying to break in and find a place on the lineup, he said.

And even then, success is not assured—position is important too and getting stuck several hundred channels down the dial could make it difficult for an independent to gain traction.

Retransmission fees charged by the major networks for carrying the signals of the cable companies is also taking a toll,

cutting into the amount of money that can be paid to independents.

By 2015, the major broadcasters will be taking in \$3 billion a year in retransmission fees, according to a report by consulting firm SNL Kagan.

Yet, even as independents find it harder to break through, the cable industry needs the energy, passion and vision these niche channels and their entrepreneurial owners bring to the table, industry executives say.

"Independent networks offer a number of advantages to the cable provider and consumer," said Charles Herring, president of WealthTV.

"The top management of independent networks tends to be entrepreneurs that are highly passionate

about their product. They also tend to have plenty of skin in the game, both in the form of long hours and funding," he said.

However, it is possible to go launch an independent channel or network, and to keep it going over the long-term, notes Michael Warsaw, president and CEO of EWTN.

The network has been around for 30 years and is now available in 90 million homes. It has added a Spanish channel and a high definition channel as well. "I think the message for people who are trying to get into it is that we are obviously an example that it can be done," Warsaw said. "You have to be in in for the long-term to really succeed."

Still, in the end, independents have to build a compelling business case in order to succeed and get included by one of the major cable operators in its lineup, Block said.

"These MSOs are giants and these little networks are mosquitoes and they keep swatting them away," Block said. "If enough people want it, it becomes an economic imperative for the MSO."

FLOOR FUN & CELEBRITY WATCH



The *Real Housewives of New Jersey's* Caroline Manzo, Kathy Wakile, and Melissa Gorda—thanks to Bravo and NBCUniversal



Bruce Jenner, solo without the entourage of the Kardashian ladies



The *Spartacus: Vengeance's* toned talent was in the house Tuesday: left to right, actors Nick E. Tarabay (aka "Ashur" in the STARZ series), Starz president of affiliate distribution Ed Huguez, Craig Parker (aka "Glaber" in the STARZ series) and Glenn Curtis, STARZ president and CFO

LEADERS IN INDUSTRY LAUDED AS MOST DISTINGUISHED

PATRICIA MANDELL

First given in 1965, the Vanguard Awards for Distinguished Leadership are closing in on 50 years old now. Back when the industry was young, no one could have foreseen the size and dominance the cable industry would achieve. Or how much more challenging it would become to lead a cable company.

No higher honor in the cable industry, the Vanguard Award for Distinguished Leadership is given each year to one woman and one man who have consistently demonstrated the highest level of cable industry leadership. Each must excel in both business and personal commitment to colleagues, and their accomplishments must merit the recognition of the entire industry.

This year's winners—being honored today—are Bridget Baker, president of TV networks distribution for NBCUniversal, and Jerry Kent, chairman and CEO of Suddenlink Communications. The awards are being presented today at a luncheon and ceremony in the Grand Ballroom. (Besides leadership, awards are given in seven other categories see sidebar).

Much has changed radically over those past many years, Baker says. "When I started, people referred to the top 200 MSOs," she says. Many were family owned and operated. "Today, you can pull the top eight MVPBs, and that's two-thirds of your business, and, in some cases, multi-national companies, all publicly traded."

Having spent her entire career at NBC, she has been instrumental in helping to build a multi-billion dollar cable portfolio for NBCU. A pivotal acquisition in building NBCU's assets was its purchase of Financial News Network, an strategy that doubled NBCU's subscriber base to about 34 to 35 million. "We then owned our niche. Our competition was now out of business," she says. And growth from that point was exponential. "We bought Bravo, Universal, Oxygen..."

The content portfolio now boasts such other top networks as USA, CNBC, E!, Sprout, Style Network, Syfy, The Golf Channel and MSNBC. Other assets include NBC and Telemundo, Olympic content, and video-on-demand, pay-per-view and set top box content. In 2006, Baker was named NBCU's

first president of TV networks distribution, overseeing content distribution across cable, satellite and telecommunications channels. Despite her powerhouse achievements, Baker says, "I am extremely humbled and honored to get this award."

As for the future of cable, Baker has three children who "live on social media," she says. "We need to keep our eye very closely on this generation coming up: what are their habits and where do they go?"

Baker's many other honors include serving as a director on the boards of the NBCU Foundation, the Cable Center, and the CTAM Educational Foundation, as well as on the board of the T. Howard Foundation, which honored her recently with its annual Champion Award for commitment to diversity. WICT frequently honors Baker for her leadership, as it did in 2004 with its Lifetime Achievement and Wonder Woman awards.

Jerry Kent of Suddenlink says, "I was surprised when I received a phone call informing me that I was receiving a Vanguard award." Like many an accomplished executive, Kent credits those around him. "I've been in this business for 29 years, and the smartest thing I've done in those 29 years is hire the best and brightest managers, who have been loyal through three different companies."

A trailblazer in telecommunications, Kent helped to build Suddenlink into the seventh largest U.S. cable operator. He began his cable career in 1983 in acquisitions and finance for Cencom Cable Associates. After the sale of Cencom, Kent co-founded Charter Communications, leading it to become one of the 10 largest U.S. cable operators.

Continuing in the same vein, Kent says, "Several members of my management team have worked with me for over 20 years. And they've made most of my decisions look good. My success is directly attributable to hiring people who are smarter than I am, who are driven, and who know how to deliver."

Kent also serves as CEO of Cequel III, which he co-founded in January 2002.



Jerry Kent



Bridget Baker



Jeffrey Hirsch



John Landgraf



Tapan



Jill Campbell



Dan Moloney



Gail McKinnon



Linda Schupack

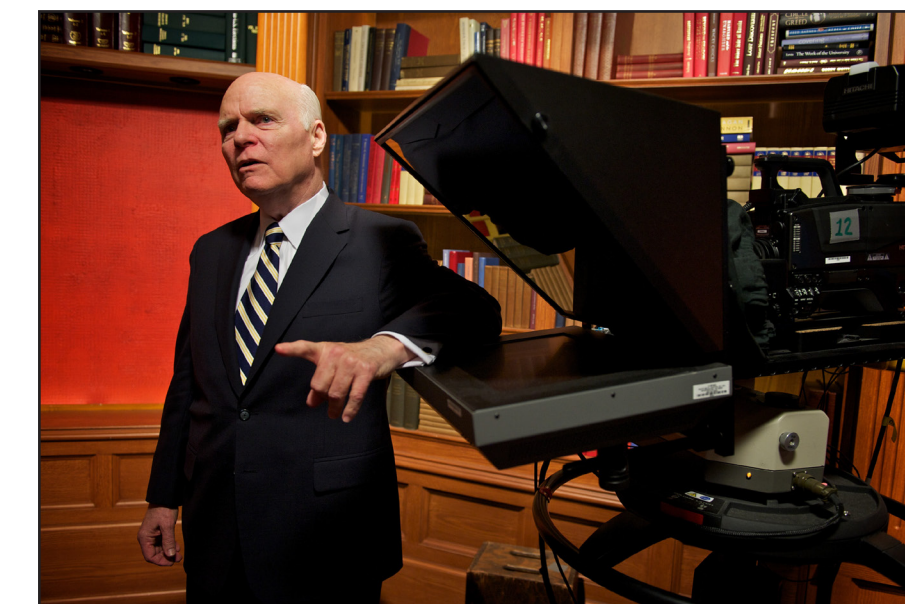


Chuck Pagano

VANGUARD RECOGNIZES CABLE GIANTS IN VARIOUS CATEGORIES

C-SPAN's founder and executive chairman Brian Lamb will be presented today with a Special Vanguard Award in honor of service to the cable industry and the nation, and C-SPAN'S impact on national discourse.

Additional Vanguards: cable operations management—Jill Campbell, executive VP and COO, Cox Communications; creative and innovative programming—John Landgraf, president and GM, FX Networks; science and technology—Chuck Pagano, ESPN executive VP and CTO; government & community relations, Gail MacKinnon, executive VP and chief government relations officer, Time Warner Cable; marketing—Linda Schupack, AMC executive VP, marketing; associates & affiliates—Dan Moloney, president, Motorola Mobility; and young leadership—Tapan Dandnaik, senior VP, customer service and financial operations, Mediacom Communications, and Jeffrey Hirsch, executive VP and CMO, residential services, Time Warner Cable.



C-SPAN's Brian Lamb

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POLITICS USUALLY SUSPECT

CONTINUED FROM P.1

correspondent and anchor on CNN's *John King*, USA, and Maria Elena Salinas, co-anchor of *Noticiero Univision*. Even moderator Steve Scully, CSPAN's senior executive producer and political editor, was at times hard-pressed to keep Matthews at bay.

Despite contentious exchanges, the three panelists agreed on one issue: President Barack Obama should win reelection. If there was a game-changing moment in this campaign, Salinas said, it came when front runner Mitt Romney said the answer to the immigration issue for Hispanics was self deportation.

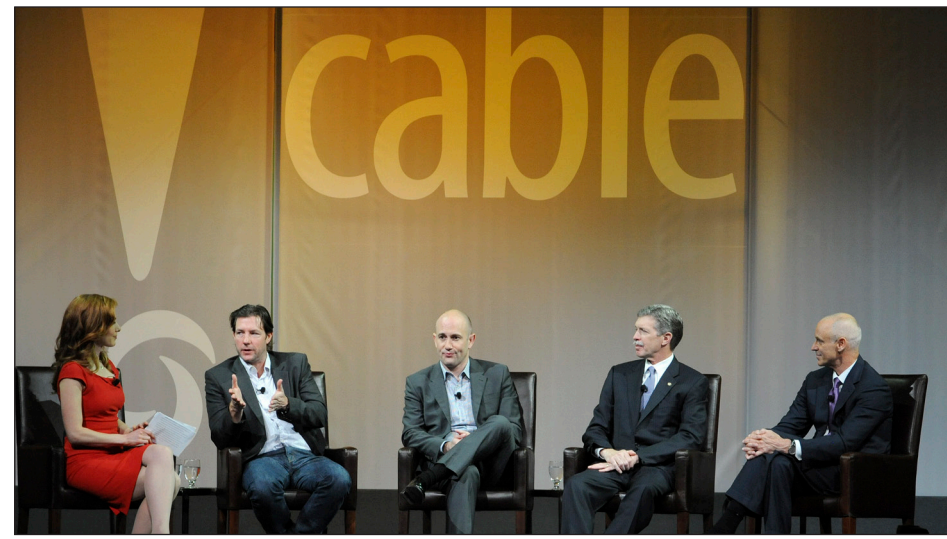
The panelists touched on how technology is changing not only news gathering, but the framing of political debate, and the very authority of news, at the moment we are racing towards the presidential election.

"Technology is changing everything," King said. "And in terms of our politics, it's changing how we reach people." Viewers are no longer forced to watch news at a certain time. People keep in touch with text messages, and phone banking is now done on cell phones. All of this broadens the reach of news, and viewers' ability to access it.

Matthews sees technology as a critical way of rooting out "embedded thinking." Technology can significantly boost "the depth we go at an issue," he said. "I will spend my life wondering how we got into Iraq, how a president with limited intellectual and rhetorical skills could talk us into a war."

"It would be different today," he said. "There would be critical in-depth analysis of the arguments put forth by the administration. I like to think there would be a reckoning and not this lemming-like acceptance of authority. Thank God for cable." Cable has brought a much-needed depth of argument and diversity of opinion, he said.

Salinas warned that there is "a fine line between news and commentary. The average voters don't know the difference between a news reporter and a



Julia Boorstin, CNBC's entertainment and media reporter, quizzes actor Ed Burns, and CEOs Rio Caraeff, VEVO; Dan Mead, Verizon Wireless; and Comcast Cable's Neil Smit at cable panel Tuesday

commentator. Visually they look the same."

Matthews burst in, "I think it's clear."

Salinas maintained, "Some people can't tell the difference."

"Who are these people?" Matthews challenged. "If you turn on Al Sharpton, you know it's Al Sharpton. You're underestimating your audience. They get it."

King agreed with Salinas, noting that parenting and teaching are the challenge in teaching younger generations to interpret what is news and what is opinion, although "There's nothing wrong with advocacy journalism, that says, 'Here's what you should think,'" he said.

SCREENS DICTATE FUTURE

CONTINUED FROM P.1

which included actor Ed Burns and Comcast Cable CEO Neil Smit.

The announcement set the tone for discussion of the revolutionary changes sweeping the cable and telecom industries, with companies scrambling to meet consumer demand to watch their favorite shows and movies wherever and whenever they want.

And it is a trend that has opened up new possibilities for indie film makers and other creative types, who no longer have to rely on the local theater or concert hall to reach an audience.

Burns recalled being told he had lost his mind when he released his film *Purple Violets* exclusively on iTunes more than four years ago.

"I think it's indicative of the change in the landscape," Burns said. "Seventy-five percent of the journalists said 'you're crazy, no one will watch a movie on the computer, let alone their cell phone.' Four years later, we are here."

Verizon's big mobile announcement comes against the backdrop of the meteoric transformation over the last decade of the once humble cell phone, executives said.

When Verizon first rolled out texting nine years ago, the company was not sure it had a business application, Mead said.

Today Verizon is processing 70 billion text

messages a month, he noted.

The new Viewdini service, which will hit the market in the next few weeks, enables mobile customers to search for and watch a range of shows, movies and other video content from a range of sources, from traditional TV sites to Netflix.

Mead argued that consumers are "hungry" for mobile content.

"This is one of our most important announcements for the year," Mead said. "That is why we held it for today."

Comcast's Smit said his company will also play a key role in the rollout of the new app, which will be on display at the Comcast booth. Comcast's new Xfinity service, which aggregates a range of data in the form of a personal planner, will be Verizon's first partner on the new venture.

"It's all about discovery and getting the content to consumers where they need it," Smit said.

Burns said the growing profusion of platforms on which consumers can watch movies is having a dramatic impact on the indie film sector.

While art house theaters have been closing around the country, the audience is simply viewing the movies in a different ways, such as on mobile devices or their laptops, which are the most convenient for them.

RIISING TO CONSUMER ADOPTION

CONTINUED FROM P.1

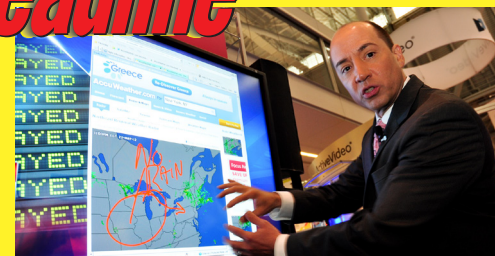
The biggest challenge still to be met is the gap in broadband adoption, now hovering at one-third of the country due to a variety of reasons. Adoption needs to advance in low-income areas, and among populations lacking basic digital skills to participate, Genachowski said.

One thing that will advance adoption is that the Ad Council, teaming with Connect2Compete, a government-business partnership, will roll out a national multi-lingual campaign in January to drive broadband adoption and digital literacy.

"The idea of broadband providers offering broadband service to low-income people, families with kids on the school lunch programs, for say \$9.95 a month, could move the needle on broadband adoption," Genachowski said.

at deadline

CONTINUED FROM P.1



Accuweather's Bernie Rayno

On-air meteorologist **Bernie Rayno** for **AccuWeather (Booth 1249)** is giving personalized travel and weather forecasts for your trip home, including potential flight delays, using its interactive touchscreen app. An all day event.

UP THE LADDER

Geoff Daniels has been named executive VP/general manager of **Nat Geo WILD**. Daniels had served as senior vice president of the network and led its launch in March 2010. Over the past two years, Daniels has overseen commissioning of more than 150 hours of original series, specials and events for broadcast on WILD globally, furthering the network's commitment to provide extraordinary wildlife programming that inspires people to care about the planet. Under Daniels' leadership, *Nat Geo WILD* has been one of TV's fastest growing networks, driven by the success of Big Cat Week, breakout series such as *The Incredible Doctor Pol* and *Cesar Millan's The Dog Whisperer*..... WE tv's **Mary Scotti** to VP, business affairs.....Sheetal Merchant to manager, international sales and distribution, Latin America for Hasbro Studios..... **Todd Sokolove** to VP marketing, Sonar Entertainment.

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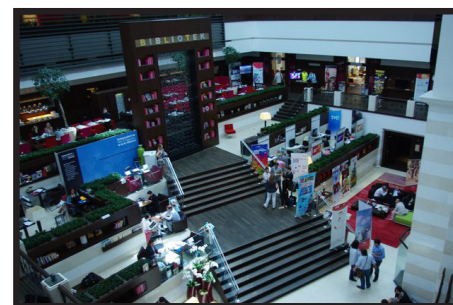
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Ann Rallis Carlsen, founder and CEO, Carlsen Resources, and Diane Schneider John, president, MCGG Inc.



BET Networks' Debra L. Lee, chairman and CEO, and Philippe Dauman, Viacom president and CEO



Bobbi Camil, Cable in the Classroom Emeritus, with Leo Hindery, Jr., managing partner, InterMedia Partners, and wife Patti Hindery



Greg D'Alba, president, advertising sales and marketing, CNN News Networks and Turner Digital; David Levy, president, Turner Broadcasting—sales, distribution and sports; Larry King; and Ken Jautz, CNN executive VP

Scene & Heard

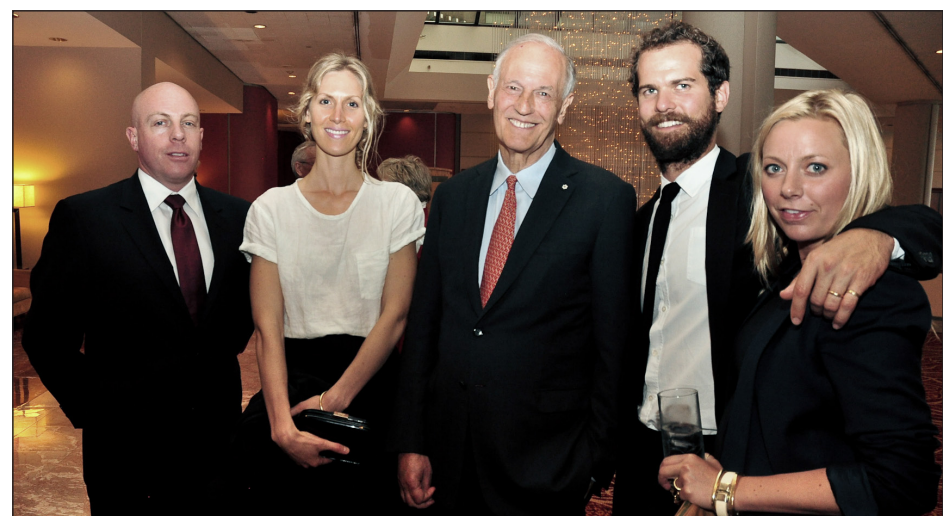
You don't get to be in the Cable Hall of Fame unless you're old," quips Leo Hindery, who with 42 years under his belt is the longest standing of this year's inductees. "But I don't feel it," he says. And indeed, collectively, the four men and two women chosen this year have close to two centuries' worth of service, and all look forward to embracing an ever more challenging and sophisticated industry.

The Cable Hall of Fame celebration was held Monday.

Hindery, who now manages InterMedia Partners, a private equity fund, raTele-Communications and Liberty Media at the time of the merger with AT&T, One of the industry's largest mergers. He's prouder of establishing diversity in that merger than of its size. "Half the management was women and people of color," he reports. And, winning entry into the Cable Hall of Fame "probably means more to me than I can ever express."

The five other Hall of Fame inductees express similar sentiments of being proud of the recipients, despite their many decades of achievements. All six have made significant contributions not only to the cable industry, but to society. Choosing the inductees is "a daunting task," says Larry Satkowiak, president and CEO of the Cable

See HALL OF FAME P. 8



Phil Lind, vice chairman of Rogers Communications, with son-in-law Scott Carson, daughter-in-law Jessica Ruitter, and children Jed Lind and Sarah Lind



Crown Media/Hallmark Channel's Ed Geoger, executive VP, sales; Kellie Martin, star of Hallmark Movie Channel's *I Married Who?*; Bill Abbott, CEO; Marie Osmond, host of Hallmark Channel's new talk show *Marie*; and Susanne McAvoy and Laura Lee, executive VP of marketing and senior VP of distribution, respectively



Hollywood A-lister and Outdoor Channel host Joe Mantegna, seated at left, hangs out at the Westin with the network's brass: executive VP programming and production Jeff Wayne (seated right) and (back row, left-to-right) Tom Hornish, president and CEO; Randy Brown, executive VP, affiliate sales and marketing; and Marc Kidd, president, media sales

Scene & Heard

Network executives showcased some of their brightest talent Monday as The Cable Show kicked into high gear. Hollywood star and shooting enthusiast Joe Mantegna hit the convention floor to promote the Outdoor Channel's beefed up and expanded lineup, including the return of his show, Midway USA's *Gun Stories*. Crown Media Family showed off Kellie Martin, star of Hallmark Movie Channel's *I Married Who?* and Marie Osmond, host of *Marie*, a new talker under development by Hallmark Channel. Also creating major buzz were breaking news tech announcements and deals. Big news from Motorola Mobility as Google preps its \$12.5 million takeover and more news from Comcast Cable about its next-gen TV service. Smaller fry, too! John Reid, president and CEO of Columbus Communications, made the rounds touting his company's deal with Toronto-based UXP Networks, which provides a single platform for voice, internet and social media.

— Scott Van Voorhis



Steve Raymond, senior VP, national accounts, Disney and ESPN Media Networks, and Judy Meyka, executive VP, programming, NCTA



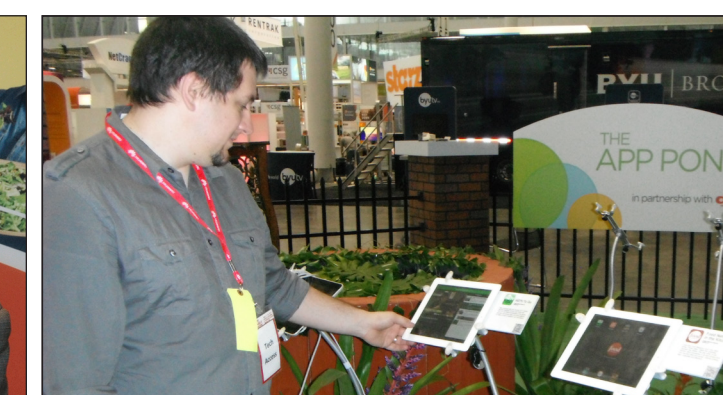
Gemini Waghmare, CEO, UXP Systems, and John Reid, president and CEO of Columbus Communications



Discovery Communications' Laura Wenograd, special events and marketing coordinator



Veria Living's Paul Cestari, assistant general manager



At the App Pond, landscaped by DIY Network in Imagine Park on the exhibition floor, 40 apps from cable operators and networks introduce attendees to a menu of options, including HBO Go, Food Network In the Kitchen, Comcast Xfinity TV, Travel Channel Layover Guide with Anthony Bourdain and HGTV On The Go

HALL OF FAME

CONTINUED FROM P. 6

Center, starting with a list of 300 names.

Debra Lee, chairman and CEO of BET Networks, the leader in entertainment for African-Americans, is the first African-American woman ever inducted. Lee joined BET in 1986, and has consistently grown programming, viewership and revenue. Much more than broadcast, cable has pushed the bar higher for good quality programming for African-Americans, but “there’s a lot of room to grow,” she says. “This audience still wants to see itself reflected, and we’re not all the same.” Lee serves on the boards of the Paley Center for Media, the Ad Council, and the Grammy Foundation, and was appointed by the White House to the President’s Management Advisory Board.

“Retirement is not all it’s cracked up to be,” retorts Larry King, Hhe’s not exactly retired. The man who interviewed presidents and celebrities for more than 50 years is planning a new cable venture online, Ora TV, that will have diverse programming. “It’s very exciting,” he says. He also keeps busy roasting Betty White, flying to Washington for charity dinners and attending L.A. Dodgers’



H.F. (Gerry) Lenfest, president and CEO, The Lenfest Group, and Phyllis Riggins, managing director, Stephens Inc.

games.

Canadian cable veteran Phil Lind is used to being the outsider, especially during the franchising wars of the 1980s in the U.S. Forty-two years after joining Rogers Communications when it was a startup with 15,000 subscribers, Lind is Vice Chairman at Rogers, and subscribers number in the millions.

Ann Rallis Carlsen comes from the human resources side of the industry, and has directly influenced leadership. Founder and CEO of the industry’s leading executive search firm, Carlsen Resources, she has placed more than 2000 executives in senior positions. “We are an industry born of courageous entrepreneurs, visionaries with a spirit of winning,” she says. “We’re optimistic, scrappy and we don’t let anyone get in the way.”

Gerry Lenfest formed Lenfest Communications in 1974 to buy a small cable system from Triangle, grew it to 1.3 million subscribers by 2000, and then sold it to Comcast. The industry has now gotten so complex that “I was lucky to get out when I did,” he says. “I’m bewildered by all the evolution. It was more simple back then.”

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1 Jerry Dow, Chief Marketing & Sales Officer, Suddenlink Communications 2 Jeffrey Hirsch, EVP and Chief Marketing Officer, Time Warner Cable 3 Marc Juris, COO, truTV 4 Benjamin Pyne, President, Global Distribution, Disney Media Networks 5 Evan Shapiro, President, Participant Television

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