

# EXTRA<sup>®</sup>

SHOW DAILY  
CTAM SUMMIT · BOSTON WEDNESDAY, JULY 19, 2006

## MTV TAPS YOUTHFUL FOUNTAIN

BY WAYNE KARRFALT

Capitalizing on user-generated content is the cornerstone of MTV's multiplatform strategy, says MTV Networks chairman Judy McGrath, adding that MTV-watchers can expect to see more acquisitions like iFilm, Xfire and Neopet in the future. McGrath's CTAM Summit keynote address yesterday attracted a broad audience of marketers, who came looking for insight on how to

SEE TAPS, P. 11

## CELL VIDEO IN PREMIERE HIT STAGES

BY DAISY WHITNEY

Nearly every cable programmer attending the CTAM Summit this week is betting big on cell phone video by creating original short series or repurposing existing fare for the very small screen. A number of panel sessions have focused on the subject.

But a handful of consumer research reports indicate that interest in and use of video on cell phones are surprisingly low. Their findings suggest that both cable programmers

SEE PREMIERE, P. 11



PHOTO BY JOHN STALEY

Head of Intel's Digital Home Group and visionary Donald McDonald challenged the CTAM Summit audience with his company's anthropological approach. Intel's research on human behavior is a departure from the purely silicon-based science track which Intel co-founder and senior advisor Andrew Grove stressed in the late 1960s. Grove's portrait appears on the screen behind McDonald.

## CHIP GURU: FUTURE UP FOR GRABS

BY WAYNE KARRFALT

Intel is rapidly evolving into a chipmaker for every digital device in the household, according to CTAM Summit keynote Donald McDonald, warning that this new digital order threatens the cable industry. Intel is following the path that consumers are trailblazing as they chase video online and to mobile devices says McDonald, head of Intel's Digital Home Group. That division is focused on integrating the devices for a more seamless experience for the consumer.

SEE GURU, P. 11

## at deadline

EWTN Global Catholic Network will cap off its yearlong 25th anniversary celebration with two final family celebrations in Birmingham. In anticipation of the Aug. 15 anniversary date, EWTN since October has hosted family celebrations in Denver, San Francisco, San Antonio, St. Louis and Philadelphia.

Mexicanal on Aug. 1 will start airing local content from Aguascalientes TV, based in the Mexican city

SEE AT DEADLINE, P. 11

# MULTITASKING ON MULTIPLATFORMS



NGC's *World's Most Dangerous Gang* has extensive web presence.

BY WAYNE KARRFALT

A central theme at every entertainment conference this year is the multiplatform phenomenon, as the viral spread of content consumption on the internet, video iPods, cell phones and other devices threatens traditional media business models to the core.

But a CTAM Summit breakout session today examines this trend from a consumer perspective and is designed to teach marketers to use these platforms to create new businesses, new outlets for content and drive usage back to their core asset, whether it be a linear cable network or a cable subscription.

The first step, according to Kirk Olson, VP and consumer strategist in the media/entertainment

division of research firm Iconoculture, is to understand what's happening out in the real world. Olson and a colleague will be presenting their take on several larger trends that are occurring in cyberspace and on mobile platforms that are changing the way consumers interact with media and each other.

"The big theme will be how to separate hype from the reality of what's really happening. What do we know about attitudes and adoption rates and how do we balance that knowledge with the understanding that we are heading into new directions," said Olson.

Iconoculture works with such major brands as MTV and A&E to help devise everything from marketing and

positioning strategies to programming ideas, based on careful analysis of larger "macro" consumer trends.

One important trend is "mash creativity"—the desire to create and customize goods and services—of which blogging, podcasting and custom "tuning" hot rods are examples, said Olson.

Two cable operator marketing executives, Comcast's Marvin Davis and Time Warner Cable's John Keib, and one programming executive, National Geographic Channel's John Ford, will also join the discussion. Davis is utilizing marketing-oriented websites and on-demand microsites to reach consumers using these media and drive home relevant messaging.

"Our research shows that people don't want to be left out," said Davis, senior VP of marketing for Comcast. "They want to keep up with what's going on in the pop culture arena and this plays off that."

Programmer National Geographic Channel finds the VOD platform a perfect vehicle with which to drive viewers back to its channel. Shoulder content like out takes, interviews and behind-the-scenes footage has helped increase linear ratings in markets that have robust VOD offerings. The network is also getting smarter about producing such bonus material so that it's ready to distribute on multiple platforms.



Dianne DeBerard, marketing manager, Comcast Media Center and Rob Moses, director, affiliate sales Western Region, The Inspiration Networks

## COMCAST MEDIA CENTER LAUNCHES ONLINE AD DISTRIBUTION NETWORK

Comcast Media Center unveiled the launch of its new Ad Distribution Network Monday at CTAM, a dynamic new internet-based content distribution system allowing local cable marketers to view, download and manage promotional video assets from the programmers they carry entirely online. Users can choose between downloading broadcast-quality clips and lower resolution files from participating networks or their corporate MSO that can be played back on a laptop or cell phone, giving sales staffs the portability they crave. A beta-version of the service is also available.

Denver-based CMC, which serves more than 400 MSOs and 79 networks across the country, has been getting requests from its customers to digitize its operations for some time, to go along with software

already available to add customized tags to national spots. The new solution will allow an operator's entire promotional department to work in the digital format.

"The system will allow sales staff to create an online centralized library for their promos and ads, allowing them to better manage what they have and cycle out older material as it becomes dated or irrelevant," said Dianne DeBerard, marketing manager for CMC.

—Wayne Karrfalt

### SESSION PREVIEW

Today at  
2:30 p.m.  
Room 302-303  
Networking in  
a Multiplatform  
World

## ICTV REINVENTS ITSELF TO BECOME MIXING BOARD FOR BROADBAND

jokingly referred to as the oldest start-up in the cable business, Los Gatos, CA-based ICTV has reinvented itself yet again to enable cable operators to deliver broadband video and clickable banner ads through the television set. The company is positioning the system here at CTAM as a coup for operators trying to attract younger viewers and the advertisers that are chasing them online and on new platforms.

The system combines video and interactive content from web servers with NTSC/PAL video streams and targeted advertising to create personalized programming that viewers can navigate with their TV remotes. The screen they see can deliver clickable banner ads, pull



Ed Forman, executive VP and COO, ICTV and Anton Denissov, research associate, Yankee Group

down menus and high resolution video branded by individual programmers or cable networks.

"The system delivers targeted, clickable, scalable ads that are trackable so the operator can offer a more targeted

product for advertisers and a more weblike experience to consumers," said Natalie Regis, technical support manager and business development executive for ICTV.

The user interface for the ActiveVideo product is flexi-

ble, explained Regis. It can be delivered as a channel, a start-up screen or an on-demand offering. ICTV has also created an ActiveVideo Mosaic interface that enables operators to create a screen with multiple linear channel feeds and banner ads to support it.

To jumpstart sales ICTV has developed a new business model to offer its ActiveVideo network for no upfront cost to the operator. ICTV instead shares in the ad revenue generated on the system and charges pennies per hour of usage. The system has been deployed by Grande Communications in the U.S., as well as international operators like PCCW, an IPTV-based video provider that serves 500,000 subscribers in Hong Kong.

—Wayne Karrfalt

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With a selection of broadly appealing programming and a successful rebranding campaign launched last year, USA Network has moved into the pole position to become the top-rated cable network in all key demographics. Once criticized for being too broad in its approach and lacking an identity with viewers, it's new Characters Welcome brand built around quirky, relatable characters is general enough to encompass anyone from the obsessive compulsive Monk to the tight-clad wrestlers of the WWE.

The network used *Monk* as a lead for *Psych* this month, about an observant young man who passes himself off as a psychic so he can help the police solve crimes. New shows in development include *In Plain Sight*, about a federal marshal in the Witness Protection Program who convinces her mother that she's just a meter maid, *To Live and Die in L.A.*, about a woman who tracks down her long lost father only to find out he's a contract killer and *Burn Notice*, about a spy who must use all his talents to clear his name.

Not only is the "character" theme used to hang the shows on, it is also being used as a jumping off point for a new participatory online campaign. USA Network President Bonnie Hammer discussed the campaign, programming and scheduling issues at last

# Bonnie Hammer

## USA Network's President



USA's *Psych*

week's press tour in Pasadena, the first under the sole supervision of CTAM.

Q: What was the thinking behind the campaign?

A: Phase two of the "Character's Welcome" campaign, *Show Us Your Character* debuted a couple months ago and invited characters everywhere to join in USA's online community—the first of its kind for a TV network. It was an instant success, turning USA's website overnight into to a hot interactive destination being compared to MySpace and YouTube. With *Show Us Your Character*, along with the launch of our new broadband player, *character click*.

USA's head of marketing, Chris McCumber and his innovative team have created a perfect online extension for the network's brand. It's a great combination of Jeff Wachtel's group and our marketing group and our characters on the air. It features the key components of everything we put on our air, namely unique, relatable, unforgettable characters.

Q: What's the theory behind pairing shows thematically, like *4400* and *Dead Zone*, airing Sunday nights this summer, or *Monk* and *Psych* on Fridays?

A: I think one of the things that's really wonderful about having a brand is being able to have shows that really work together. We're also building a bridge between the WWE and the rest of our schedule with the development of action movies that will serve as backdoor pilots.

Q: How is the '07 season shaping up?

A: I wouldn't be surprised, as we move into '07, if we open up another night rather than just cycle things through.

Q: What is the tone USA looks for in its programming?

A: We just wanted to differentiate ourselves with bit of a twist, with more of an upbeat nature. I think we are in a climate in a world right now where people like pure escapism, and we want to offer escapism so that when people go to sleep after they watch at 10-11 p.m., they are going to sleep with a smile on their faces and a little laugh rather than with desperation. So it was a very conscious decision that we wanted it to be a little bit more upbeat and really do things that were a bit more inspirational.

—By Wayne Karrfalt

# HITMAKERS FROM RANGE OF INDUSTRIES TACKLE NEW MARKETING CHALLENGES

BY WAYNE KARRFALT

GSN president Rich Cronin's popular marketing forum closes the CTAM Summit again this year with the mandate of ushering attendees home with a bit of inspiration to take back to the trenches.

Cronin hand-picked a group of top marketers from a variety of industries to share some of their most innovative marketing campaigns, the common thread of which has been to utilize the viral qualities of the web and mobile devices to create buzz.

"The network for games," as GSN calls itself, launched an innovative campaign this year to promote its comedic update of the classic game show *I've*

GSN is planning a similar strategy to promote *Chain Reaction*, another modern update of a classic game show scheduled to premier in the third quarter this year. *Who Wants To Be A Millionaire* producer Michael Davies signed on to produce, part of a larger deal with parent Sony that includes two additional shows for the cable network.

Davies is joining the panel to talk about the new word game and why game shows like *Millionaire* and NBC's surprise prime time hit *Deal No Deal* have become popular again. He says spreading the games across multiple platforms helps involve the audience, and that quality production values make a big difference to those watching at home.

are the most interactive of all TV properties—they're all about shouting at the set."

Motorola's chief marketer George Neill also believes in creating an upscale environment around the products he's promoting. The complex campaigns built around the sleek Razor cell phone have helped make it one of the best selling phones ever. It has become a benchmark for the entire company's consumer marketing division, said Neill.

"In addition to using a mix of traditional TV, radio, print and outdoor marketing, we rolled out lots of online work with the product, and really drove home its thinness, style and functionality," he said.

"We also built position with entertainment and buzz marketing, getting the Razor into the hands of the right influencers in the worlds of sports, business and entertainment," he said.

Turning to another must-have gizmo, Neill will discuss Motorola's next big challenge, the mobile "Q" device launching this summer. Positioned to replace the Blackberry or Treo, it also features video playback and recording capability, perfect for today's media wherever whenever consumers, he said.

To help build interest for the Q, Motorola partnered with mobile carrier Verizon to open up a store on Michigan Avenue in Chicago to give consumers a chance to have some hands-on experience with the device. Salesmen will coach them to know it like the back of their of hands.

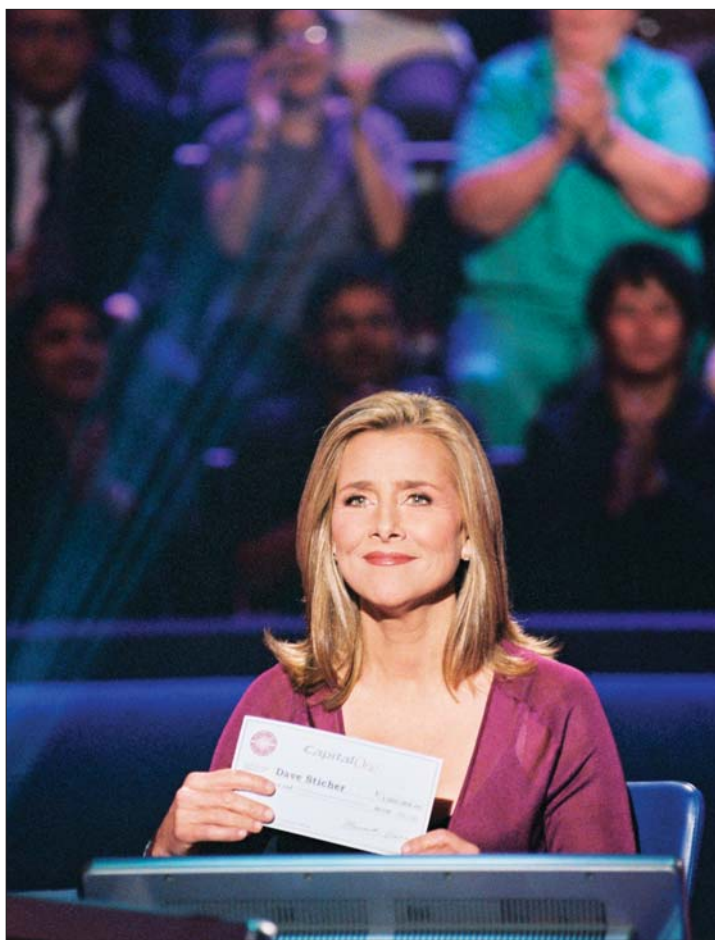
Representing the agency side of the panel equation is Dianne Wilkins, CEO of Canada's Critical Mass, which was named the top interactive ad agency by Forrester Research for the last two years. Critical Mass works with top-drawer advertisers such as Mercedes Benz to use the web and other platforms as a way to help consumers create a relationship with their products.

The agency's latest venture is to create a flash-based avatar that walks out of a banner ad on the Edmonds.com automotive site to give shoppers a personal overview of the car they're researching and point to comparisons with other models, without ever leaving the site.

Wilkins says it was a natural

## SESSION PREVIEW

Today  
4:15 p.m.  
Hall C  
New Marketing  
Hitmakers



Panelist Michael Davies helped to make game shows viable again in primetime with the U.S. import of *Who Wants To Be a Millionaire*, currently in syndication and on GSN.



Comcast enlisted Mr. T to host an interactive pop culture quiz as part of its "Comcastic" marketing campaign. He berates those who get the answer wrong.

*got a Secret*, hosted by Bill Dwyer. The network created a mobile interactive studio where fans could upload videos of their own quirky confessions, then went on a 10-city road trip with the show's talent from April through June to find participants.

The resulting footage ranges from the hilarious to the uncomfortably candid. (The more lurid confessions obscure the person's identity to protect the not-so-innocent.) GSN posted the best clips on its website and drove traffic to it using chat, blogs, RSS links and Friendster and MySpace profiles. More than 400,000 people watched the clips on GSN.com and over 60,000 downloads on iTunes put the *I've Got a Secret* podcast in the top 20 in the arts and entertainment category.



Motorola is gearing up to launch its "Q" mobile video device, touching print, onair, online and retail environments.



Meet the Slowsky's, the old married couple featured in Comcast ads to promote its high-speed internet offering.

"As we did with *Millionaire*, we will try to create a classy environment for *Chain Reaction* with graphics, music and interactive elements built in," said Davies. "But the games themselves



GSN's latest prime time game show is a remake of *Chain Reaction*, which originally appeared on NBC in 1980. It features teams of men and women competing to complete chains of words after the first and last word are revealed.

extension of what the company did years ago when it built a customizable interface on the Mercedes site that allows shoppers to build their own car from the ground up.

One of the company's newest clients, Cablevision, signed an exclusive partnership with the MSO to work on the information architecture, design, strategy and customer experience for some of its public and Optimum subscriber websites. Such cutting edge functionality as using the site or your cell phone to schedule recordings or man-

aging your account and personal preferences are being built into the site, tentatively scheduled to relaunch later this year.

"Our strategy is to do a much more compelling job of teasing prospective customers by providing compelling, detailed reasons to become a Cablevision subscriber," said Wilkins. "Cablevision is in a unique position to take its content and distribute it across multiple devices—following its internal mandate to 'let's make this a richer, broader more pervasive experience.'"

# A MORE CENTRALIZED RAINBOW NAMES NEW SALES PRESIDENT



Rainbow Media's  
Robert Broussard and  
Joshua Sapan

BY WAYNE KARRFALT

Rainbow Media has named a new president of network sales, replacing 13-year affiliate sales veteran Gregg Hill. Former senior VP of business affairs Robert Broussard takes control at an opportune time, said Rainbow Media CEO Joshua Sapan.

The company's linear networks like AMC are generating lots of buzz in the marketplace with originals like last month's *Broken Trail*, cable's highest-rated original so far this year, and new media efforts by such outlets as fuse's website are gaining traction, with a unique user base that has grown by 300 percent since this time last year.

Broussard will oversee distribution of more than Rainbow's linear networks: AMC, WE, fuse and IFC. Rainbow's affiliate sales department was recently centralized to bring



WE's *Bridezilla* premiered its second season in June

all properties under single sales teams, including VOD-only services Mag Rack and

sportskool, day-and-date VOD, IFC First Take, as well as Voom, the company's majority owned 15-channel HD package currently being carried by satellite provider Dish Network.

"We have close to 10 products now and we realize it makes more sense to become centralized ourselves to more quickly meet MSOs' interests and needs," said Sapan.

From a sales perspective, the ability to address several networks with a single meeting saves precious time for cable operator GMs, added Broussard.

"From their perspective, it's better to have one meeting with one or two Rainbow reps than separate meetings to cover a number of properties, said Broussard. "It's been working well."

One of the biggest challenges facing Rainbow now is to grow Voom's footprint. Although affiliated MSO Cablevision has not agreed to distribute its channels, Broussard expects interest in the bandwidth intensive services will increase from the cable side when network capacity is expanded by such measures as switched video, currently being tested in the marketplace.

Rainbow properties have been selling well overseas as of late. For instance, Voom's *Treasure HD* recently launched in Canada and content from five Voom networks will supply South Korea's first HD service on Skylife's SkyHD this fall.

"We believe made for HD content is a timely and worthwhile enterprise and we think we will see great demand for material produced in native HD as the format proliferates," said Sapan.

## UP THE LADDER

Kristi D'Aliso and Heather Lubin have joined the **World Wrestling Entertainment** sales and marketing team. D'Aliso is WWE's new promotions manager, making her responsible for the development of WWE's promotional campaigns. Before joining WWE, D'Aliso worked at *Seventeen Magazine* as its merchandising manager and merchandising editor. Lubin, who has been with WWE since 1999, has been promoted to affiliate marketing manager. In that role she will facilitate all marketing activities for WWE's monthly pay-per-views for cable, satellite and delivery partners.



Gary Brockman

Gary Brockman has been promoted to **Turner Network Sales** VP of network marketing and operations. In his new job, Brockman will develop strategic marketing initiatives to further Turner network brands while meeting the needs of distribution partners. Brockman will also manage TNS marketing services, which runs the affiliate website. A 10-year TNS veteran, Brockman previously worked as director of marketing for the CNN networks.



Lisa Kelly

Also at **Turner Network Sales**, Lisa Kelly has been promoted to director of affiliate marketing services. Kelly's tasks will include developing and maintaining TNS's affiliate website, *TurnerResources.com*. She also will create and oversee branding and

corporate advertising for TNS and manage the TNS special events group. Kelly has worked for TNS since 2001 as its manager of affiliate marketing services.

Elizabeth Crisafi has joined **Discovery Networks** as VP of integrated promotions and partnerships, affiliate sales and marketing. At Discovery, Crisafi will create and oversee all national promotions and integrated marketing partnerships across affiliate platforms. She also will help regional marketing teams meet national goals. Previously, Crisafi worked for the Eastman Kodak Co., as director of entertainment marketing and strategic alliances.

**Concrete Pictures** will open a West Coast office Aug. 1 in Santa Monica. To be headed by Brian Black, newly appointed VP of interactive media, the additional base will enable the Philadelphia-based company to expand its branding services into the interactive market. Previously, Black served as consulting creative director for DirectTV's User Experience Group.

Alanac Moton has been named **Discovery Networks'** new account director, South Central region, affiliate sales and marketing. In her new role, Moton will be responsible for managing territory within the South Central region and developing strategic sales solutions to affiliates. Previously, Moton worked at Turner Broadcasting, where she served as account manager, affiliate sales and marketing.

Paul Maynard is **The Inspirational Networks'** new director of affiliate relations, Midwest Region. In his new job, Maynard will be responsible for getting and keeping cable subscribers for all INSP networks: Inspiration Network, Inspirational Life Television and Spanish-language La Familia Cosmovision.



**Sundance Channel** will mark the fifth anniversary of the Sept. 11 attacks by premiering the documentary *Dust to Dust: The Health Effects of 9/11*. The film tracks Ground Zero rescue workers who are now sick and seeking compensation, claiming their illnesses stemmed from toxins at the site. The film is produced by CBS News Productions in association with Sundance Channel.



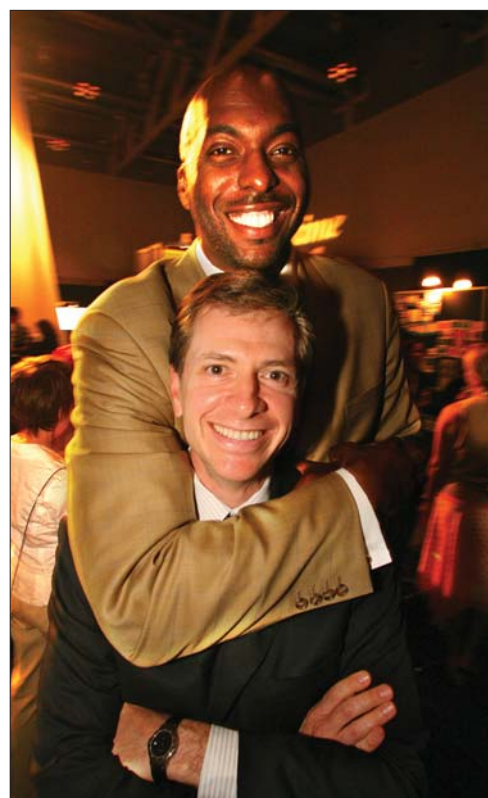
Comcast's Garrett Smith, division vice president, Eastern Division, and Robert Fodge, manager of recruiting and career development, along with Jim Helfgott, vice president of sales and marketing, HBO Central Europe

**R**etired Pistons 7-footer John Salley stood above the crowd Monday as he hosted CTAM's 23rd annual Mark Awards ceremony. The co-host of Fox Sports Net's *Best Damn Sports Show Period* was as playful with the audience as he was with summit co-chair Lindsay Gardner, who also heads affiliate sales and marketing for Fox Cable Networks.

TNT's Tom Carr and Matt Bunting were honored for the multi-faceted campaign they launched for the revisionist Western miniseries *Into The West*. Comcast's Garrett Smith and Robert Fodge made the trip from Philly to meet with HBO's Jim Helfgott and check out the ceremony. Push Creative team Rudy Gaskins and wife Joan Baker warmed up with a practice round prior to hitting the dance floor at MTV and BET's party at One Boylston Street. The heat kept

the libations flowing inside and out of the clubs. AOL's Mark Szalay and Mark Wymer preferred the open air, as did a crew of revelers toasting Bob Rose's success as former executive VP at Court TV.

—Wayne Karrfalt



*Best Damn Sports Show Period* co-host John Salley and Lindsay Gardner, CTAM Summit co-chair



Push Creative's Rudy Gaskins, CEO, and Joan Baker, vice president of public relations



AOL broadband operations gurus Mark Szalay, director, and Mark Wymer, VP



TNT's Matt Bunting, vice president, creative director of on-air, and Tom Carr, senior VP of marketing



CEOs Louis Borelli, Jr., NEP Broadcasting, and Kim Wilson, Inpulse TV, with Bob Rose, former executive VP of Court TV, ICTV's Robert Beyer, VP of business development, and Brightcove's Jackie Forrest, director business development and strategy

PHOTOS BY JOHN STALEY



Cisco System's Andrew Hettinger, manager of global cable programs, and James Taylor, Scientific Atlanta's director of product marketing



**C**TAMers flocked to the Digital Media Lab to learn more, more, more about emerging technology during Tuesday's morning coffee break. But they never strayed far from the trusty tech they already know and love, as Blackberry-type handhelds and laptops were rampant.

Scientific Atlanta's James Taylor and Cisco's Andrew Hettinger were online while chatting it up about the Red Sox and the recent Cisco-sponsored Bonnaroo Music Festival. Charter Communications' Dennis Jerome stood desperately seeking an internet signal to finalize an all-important dinner reservation deal.

Meantime, exhibitors brought out the goodies at their booths. Biap System's Ashley Childress used bright yellow T-shirts to lure wanderers to learn about products eBay on TV and Fantasy Football Tracker, and BigBand Networks' Paul Delzio showed Afni's Virginia Sambuco the wonders of light-up yo-yos, his give-away.

Still, there were other attractions: Rainbow's Charlene Weisler got up close and personal—well, sort of—with Duane “Dog” Chapman, star of A&E's *Dog the Bounty Hunter*. —Diana Marszalek



Dennis Jerome, Charter Communications' director of marketing for New England



Rainbow's Charlene Weisler, senior VP of research, with Duane “Dog” Chapman of A&E's *Dog The Bounty Hunter*



Biap Systems' marketing coordinator Ashley Childress



Virginia Sambuco, director of business development for Afni, and Paul Delzio, BigBand Networks' senior director of business development

PHOTOS BY JOHN STALEY

REGISTRATION  
8 a.m.-5:30 p.m.

Hall C Foyer

**7:30-8:45 A.M.**

Room 312

**It's All About Media**

(Separate registration required)

The migration of home entertainment content into new technological venues, and the impact it has for cable companies, advertisers, vendors, content providers, software and device manufacturers, researchers and others who



Nickelodeon's Marva Smalls  
at 9:00 A.M.

comprise the expanding and changing world of media.

Speakers: Joan Gillman, Time Warner; Edward L. Huguez, Starz Entertainment Group; Charlie Lougheed, Everstream; Robert A. Quigley, Charter Communications; Tom Rosenstein, SeaChange; Andy Schuon, The International Music Feed; and Michael Snyder, Comcast.

**8-9 A.M.**

Hall C

Morning Coffee  
Digital Media Lab

**9-10 A.M.**

GENERAL SESSION

Hall C

**CTAM Hall of Fame Induction**

Host: Marva Smalls, Nickelodeon

KEYNOTE ADDRESS

Dr. Steven Levitt, author,  
*Freakonomics*

Also known as the "rogue economist," Levitt is a much heralded scholar who studies the stuff and riddles of everyday life—from cheating and crime to sports and child rearing—and whose conclusions regularly turn the conventional wisdom on its head.

# CTAM SUMMIT

# AGENDA

## JULY 19, 2006

**10-10:30 A.M.**

Hall C

Morning Break

**10:30-11:15 A.M.**

GENERAL SESSION

Hall C

Speaker: June Blocklin, Young & Rubicam Brands

As a marketing veteran of the telecom wars, Blocklin paints a picture of the road ahead for the cable and telecommunications industries.

**11:45 A.M.-12:30 P.M.**

ROUNDTABLE DISCUSSIONS

Room 107

**Applying Freakonomics to the Cable Business**

Facilitator: Mike Losier, Jupiter Telecommunications

Room 102

**Collaborative Marketing—Next Phase**

Facilitator: Jennifer Ball, A&E

Room 305

**Exploiting Local Assets for Successful Sales & Marketing Collaboration**

Facilitator: E. B. Moss, Moss Appeal

Room 303

**Get the Most Out of Your PR Agency**

Facilitator: Lela Cocoros, October Strategies

Room 203

**Implementing OCAP/eTV**

Facilitator: Don Dulchinos, CableLabs

Room 308

**Improving New Customer Retention**

Facilitator: Jim Sharkey, Eagle: XM

Room 206

**Localism as a Competitive Advantage**

Facilitator: John deGarmo, ReelzChannel

Room 103

**Market Segmentation—Who is the Next Generation?**

Facilitator: David Patchen, MainStreet Group

Room 201

**Marketing on the Web**

Facilitator: John Barker, DZP Marketing Communications

Room 301

**Maximizing Programmers' Campaigns**

Facilitator: Lori Pate, Lee Hunt/PMCD Design

Room 104

**Multicultural Marketing**

Facilitator: Renata Franco, Cox Communications

Room 105

**Multi-Product Bundling**

Facilitator: D. J. Shugars, Mediacom Communications

Room 106

**Non-Linear Advertising—Ad Models**



GSN's Rich Cronin at 4:15 P.M.

Facilitator: Andy Sippel, ESPN and ABC

Room 307

**On-Screen Promotion/New Menu Concepts**

Facilitator: Hope Fulgham, Piazza Advertising

Room 204

**Rewards & Retention—The Untapped Resource for Building Customer Loyalty**

Facilitator: Dave Zoerb, Frank Mayer & Associates

**12:30-1:30 P.M.**

Hall C

Complimentary Lunch  
Digital Media Lab



UPC's Nimrod Kovacs  
at 4:15 P.M.

**12:45-2:15 P.M.**

Back Bay D

**Agent-Client Relationships**

By Invitation Only

Panelists: Jessica Boulay, Cox Communications Omaha; Jonathan Hargis, Cablevision; Pat Kehoe, PK Network Communications; Bill Osborn, Speed Channel; Mike Smith, Food Network; and John Zamoiski, NMA Entertainment & Marketing  
Moderator: Mike Mohammad, The History Channel

**2:30-3:45 P.M.**

BREAKOUT SESSIONS

Room 302/304

**Network Marketing in a Multi-Platform World**

Speakers: Stephen Fletcher, Sprint; Stephanie Gibbons, FX Networks; Eleo Hensleigh, Disney ABC Television Group; and Beth Higbee, Scripps Networks

Moderator: Lee Hunt, Lee Hunt LLC

Ballroom B

**Growing Cable Phone to Defend the Video Business**

Speakers: Jason Bazinet, Citigroup Investment Research; Jeff Henry, Time Warner Cable; Al Mikolajczyk, Cox Communications; and Ted Schremp, Charter Communications  
Moderator: Boyd Peterson, Yankee Group

Ballroom A

**Driving Good Profits and True Growth**

Fred Reichheld, who literally wrote the book—*The Ultimate Question—Driving Good Profits & True Growth*—on creating loyalty, shows how to reverse the equation and turn customers into promoters who generate good profits and sustainable growth.

Reactors: Pam Murrin, Time Warner Cable, and Scott Westerman, Mediacom Communications

Ballroom C

**The Multi-Platform, Multi-Tasking Consumer**

Presenters: Kirk Olson and Jonathan Steuer, Iconoculture; Kathy Alexander, C&R Research Services; Marvin Davis, Comcast; John Ford, National Geographic Channel; and Kim Mills, Time Warner Cable

**3:45-4:15 P.M.**

Hall C

Afternoon Break  
Digital Media Lab

**4:15-5:30 P.M.**

CLOSING GENERAL SESSION

Hall C

**TAMI and Rainmaker Awards Presentation**

Host: David N. Watson, Comcast

**New Marketing Hit Makers**

Speakers: Michael Davies, *Who Wants to be a Millionaire*; Cammie Dunaway, Yahoo!; Sam Howe, Time Warner Cable; Nimrod Kovacs, UPC Central Europe; George Neill, Motorola; and Dianne Wilkins, Critical Mass

**5:30-6:30 P.M.**

Evening Reception

Boylston Street Hall, 2nd Floor

# CHIP GURU WARNS CABLE'S FUTURE IS UP FOR GRABS

CONTINUED FROM P. 1

"Digital entertainment is upon us and it presents an opportunity, as well as a threat," he said. "The real discomfort for the people who pay our salaries is how do I transition to this new business model?"

McDonald used the podium to give cable marketers a preview of what's cooking on the many burners of his company and made a point to invite them personally into the kitchen to make content and distribution deals similar to those Intel is striking with satellite distributors. The tone and delivery of his speech was futuristic and data-intensive, challenging for a crowd used to selling the benefits of technology with broad strokes.

He explained that Intel is taking a more anthropological

approach to developing new products and strategies. Ethnographers are sent to live with families across the globe for months at a time to learn how people interact with each other and with new technologies, and, more importantly, why.

Research in this country

**"Digital entertainment is upon us and it presents an opportunity, as well as a threat."**

—Donald McDonald

shows people value their couch the most in their living rooms. That means they are not likely to value some whiz-bang device unless it is easy to use and intuitive to set up.

"If we approach this from purely a technological standpoint, we'll probably fail," said McDonald. His group has

identified six areas of focus that sound more like a new age seminar offering than a technology company's strategic plan: control, advancement, togetherness, access, love & spirituality and escape are the key components to anything the lab looks to develop.

He stressed that simply repackaging content without figuring out how to make it add value will be irrelevant because consumers will only pay extra for something they don't already have. Realizing that content is what will likely push development in this area, however, he encouraged cable operators to look to Intel as a partner in developing a more seamless media center experience.

"There are new broadcast opportunities. Fifty five percent of today's broadband is delivered through cable, yet we have no current relationships in place to deliver this to your industry."

# MTV TAPS YOUTHFUL FOUNTAIN

CONTINUED FROM P. 1

connect with today's young audiences.

McGrath described MTV's strategy as "super-niching"—an effort to acquire communi-



MTV's Judy McGrath

ty networking sites that overlap with MTV brands' core audiences. Smaller companies are sometimes easier to digest, she suggested.

"I think we'll be making relevant acquisitions for the next few years and size is not really the issue. It's fit," said McGrath, this year's Grand Tam award winner.

One of the defining characteristics of today's young people, like the ones that flood the offices of MTV in the summertime to fulfill their college internship requirements, is the desire to use media to express themselves and reach out to others.

"To keep up with them we keep asking the basic questions: Who is the audience? What do they need and how fast can we get it to them?" said

McGrath. "They want to participate and leave their mark on the media landscape because that's where they build their communities today."

McGrath acknowledged the importance of cable's core TV properties, but admitted she spends most of her time on digital strategy and implementation. Marketing this media is harder than ever before, she said, because the job never stops evolving.

MTV's goal is not only to drive viewers from new platforms back to TV. The idea is to keep in contact with them through all platforms and to let them decide which works best for them. If done correctly, the TV ratings will take care of themselves, she indicated.

McGrath highlighted the success of the "Flava of Love" promotional campaign, touching VOD, broadband, wireless and on air. It helped to drive consumption on all platforms and more than 6 million viewers tuned to the linear channel to watch the reality show's finale, a record for MTV.

She also applauded the content creators of the broadband portal MTV Overdrive. The platform was nominated for the first-ever new media Emmy Award for news and documentary programming for its news report *The Diary of Gideon in Pakistan*, about the devastation and recovery efforts following last year's earthquake that left 3.5 million homeless.

# CELL VIDEO IS NOW IN PREEMIE HIT STAGE

CONTINUED FROM P. 1

and their cellular carrier partners will need to do some heavy lifting when it comes to marketing this latest version of TV to-go.

The cell phone video business is embryonic at best and few players have yet to devote serious marketing dollars. However, wireless carriers are expected to invest heavily in marketing of their video plans. When they do, cable programmers will ride along, offering their video to entice consumers.

The mobile TV business, indeed, seems to be crying out for marketing. NPD Group



Discovery's cellular guide

reported that as of February, 28 percent of mobile phones were capable of playing video, but only 1 percent of customers used such services.

Executives and analysts say most consumers don't yet

know they want to watch TV on their mobile phones. Nor did they know they wanted to watch ABC's *Lost* or NBC's *The Office* on tiny screens before those networks took the iTunes/iPod gamble.

If cell phone video follows a parallel path, content will likely drive adoption. "The beautiful thing about these new digital opportunities is that the content serves as marketing," said Peter Risafi, senior VP and creative director at Comedy Central, which offers cell phone video. "We have a mission to connect with our consumers and supply them with what they want, whenever they want it."

Cable networks can also reach the low-hanging fruit easily—their own viewers. For instance, when Discovery launches its mobile video service on Aug. 15, the programmer will opt for several straightforward marketing strategies—pitching the availability of the new mobile offering on Discovery's 16 channels, their websites and in Discovery Channel stores.

Broadband video, on the other hand, is a more established business. Nearly every cable network has a broadband video channel now and regularly promotes them on air.



CONTINUED FROM P. 1

of Aguascalientes. The channel's agreement with Aguascalientes TV increases the number of Mexican regions represented on the channel, designed to bring Mexicans living in the U.S. local programming from their hometowns. Available on DirecTV Para Todos, Mexical already airs programming from Nuevo Leon, Jalisco and the State of Mexico.

**Synacor**, the company that enables internet and broadband providers to offer personalized portals and subscription-based content and

services, is highlighting to affiliates its new "Boost Your IQ" marketing campaign, designed to help operators drive high-speed services subscriptions.

**HGTV HD** will toast the dog days of summer with a Barkitecture marathon Aug. 1 and "Cheeseburger in Paradise" week Aug. 15, featuring multiple episodes of *Any Given Latitude*, the show about exotic destinations.

**The Lippin Group**, the PR and marketing agency, is celebrating its 20th anniversary. Owned by husband-and-wife team Dick and Ronnie Lippin, the L.A.-based agency oversees TV campaigns for industry associations and corporations and represents several cable networks.



With this year's summit, CTAM is becoming part of recorded history as part of The Cable Center's Oral History archive. During the summit, The Cable Center, a resource for cable industry information and training, and CTAM has taped four private panel discussions tracking CTAM from its beginnings to present day. The discussions will be accessible at [www.cablecenter.org](http://www.cablecenter.org) and [www.ctam.com](http://www.ctam.com). The CTAM Oral History project is being funded by a CTAM endowment.