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SHOW DAILY
CTAM SUMMIT | WASHINGTON, D.C. TUESDAY, JULY 24, 2007

CUSTOMIZE CAMPAIGNS ETHNICALLY

BY DIANA MARSZALEK

ETHNICALLY-TARGETED marketing may be increasingly essential in the cable industry, but it won't do anyone any good if it's not done well.

"It's different, but it's the same (as general marketing) in that you need to do smart marketing," said Adrion Porter, HBO director of market development, explaining that cultural relevance is not a matter of dumbing campaigns down. "Brighter colors and chili pep-

SEE **ETHNICALLY**, P. 13



POWER TO THE PEOPLE: Monday morning found CTAM Summit co-chairs Samuel Howe, Time Warner Cable, and Wonya Lucas, The Weather Channel, reviewing the last-minute details of Summit '07.

PHOTO BY ED LEVY

FAILURE TEACHES LESSONS

BY KIM JUSTEN

NEVER HEARD OF THE 1947 ConVair auto-plane? It flew twice: once for 100 miles, and a second time, when it ran out of gas and crashed. Like New Coke and Betamax, that was the end of the story.

These short, and not so sweet, forays into the marketplace provide lessons for savvy cable television marketers, according to a corporate strategist whose Summit panel Tuesday addressed these meteoric failures.

SEE **FAILURE**, P. 13

POLLS ARE SHORTCUTS TO SUCCESS

BY LAURA DODD

EMERGING TECHNOLOGIES designed to pinpoint which advertisements attract viewers — and which repel them — are the newest tools for executives seeking new eyes for their programs.

These research methods inform and direct industry leaders in each programming decision they face.

Networks' tools range from the traditional cold call surveys to the contemporary practices

SEE **POLLS**, P. 13



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Viewers agree that Hallmark Channel is the #1 destination for programming the whole family can share.¹ A high quality family-friendly viewing experience, all from a Top 10 network² that's happily at home in over 80 million households.³

SOURCE: 1. Yankee Group, Viewing Habits, January 2007, 74% agree completely that Hallmark Channel offers a high quality family-friendly viewing experience. 2. Nielsen Galaxy Explorer, 2007-to-date (1/1-6/24/07), Prime Time (M-Su 8-11p) Live+SD coverage and HRR ratings among all 44 major cable networks. 3. Nielsen People Meter Sample, Jul 07 Universe Estimate of 82.827 million subscriber households. Further qualifications available upon request. ©2007 Crown Media. All Rights Reserved.

at deadline

Promax/BDA has named Jill Lindeman as general manager and made several updates to its board of governors. Lindeman served as a consultant running the MI6 and Promax/BDA conferences this year. Ashy Agency president Brett Ashy is now BDA chair, and Mike Benson, executive VP, marketing, ABC Entertainment, embarks on a third term as Promax chair.

Tourism Australia, Scion, Entertainment Weekly, eMusic and Focus Features

SEE **AT DEADLINE**, P. 13