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CTAM SUMMIT · BOSTON TUESDAY, NOVEMBER 11, 2008

CEO TIP: LISTEN TO DEMAND

BY DAN BERTHIAUME

The cable industry must focus on living up to promises made in marketing campaigns and delivering a range of technology services, agree a number of industry leaders participating in CTAM Summit's marquee CEO panel at 12:15 p.m. today.

By "walking the walk" to back up talk about a new generation of cable services, providers can find success in a tough economic environment,

SEE CEO, P. 11

CONTEXT NOW IS CRITICAL

BY JEFF CUTLER

Consumers are increasingly taking the reins and defining their viewing experiences, and the cable industry—both MSOs and programmers—needs to respond now or face the possibility of diminished audiences and revenues.

How they view, where and when they consume, and what they watch makes up the context component as the provider of entertainment for the

SEE CONTEXT, P. 11



CTAM's Summit featured double-hitter keynote addresses Monday with back-to-back industry icons Jeffrey Rayport, founder and chairman, Marketspace, Monitor Group, left, and advertising maverick David Droga, whose Droga5 has created numerous cutting edge campaigns. (More about Droga, story at right; more about Rayport, story lower left.)



PHOTOS BY DONALD ROCKHEAD

TARGET ADS TO MARKET

BY DAN BERTHIAUME

Many aspects of society are changing as the 21st century progresses, and advertising is no exception. David Droga, founder and creative director of advertising agency Droga5, stressed the need for advertisers to adapt to a changing marketplace during his Monday morning keynote address.

"Transition and change (in advertising) has been quite huge," said Droga. "We all talk about storytellers, but now we

SEE TARGET, P. 11

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Samantha: An American Girl Holiday



The Good Witch



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at deadline

Capitol Hill was the site of a recent discussion panel about how AIDS is impacting young people and how new media forms can spread a message of awareness. Hosted by Congresswoman Diane Watson (D-CA), the event was the result of a collaboration of Cable Positive, the cable and telecom industry's AIDS action organization, and the Congressional Entertainment Industries Caucus. Moderated by Cable Positive's director of programs, Jennifer

SEE AT DEADLINE, P. 11

ALL IN A DAY'S WORK EFFORT

CTAM Celebrates Members' Vital Contributions

BY DAN BERTHIAUME

The front lines and the back rooms of the cable industry are where a good part of the action—and the success—of the industry begins. Those folks serving the cable cause step up today at 9 a.m. in Hall D as CTAM recognizes their contributions and volunteer efforts with the Rainmaker and TAMI Awards, respectively.

On-demand TV was, well, in demand with Rainmaker Award judges this year, as four of the seven recipients were honored for their contributions in the arena. One of CTAM's long-standing go-to members whose support represents the kind of commitment warranting such recognition is Time Warner Cable's senior VP of on-demand, Bob Benya, whose leadership for the On-Demand Consortium helped develop back office tools, consumer research and marketing strategies.

Benya's long history of CTAM involvement includes serving as the co-chair of various subcommittees, such as the new revenue and high-speed online subcommittees. For the past three years, Benya has served as co-chair of the On-Demand Consortium.

"The On-Demand Consortium is a very productive, efficient body of over 100 members," said Benya. "It is divided into six subcommittees, each responsible for delivering four to five major projects a year. Every two weeks there are committee calls, and three to four major meetings a year. It's a great machine that keeps everybody focused and producing projects."

Other award recipients

receiving honors for contributions to on-demand TV have equally impressive accomplishments. Caroline Brown, Comcast's senior director of On-Demand and ITV product management, developed projects for the On-Demand Consortium's quality committee, improving customer service through



PHOTOS BY JAYMES LEAVITT

enhanced metadata and operational processes. Sean Bunner, operating VP of advanced services for HSN, led the On-Demand Consortium's consumer experience committee, securing sponsorship for a research project on consumer entertainment and communications behaviors. And Carol Hinnant, senior VP of business development for Rentrak, lent strategic support to two major projects of the On-Demand Consortium's advanced advertising committee.

Of course, CTAM members made major contributions to growth in areas outside of on-demand TV, as well. Kurt Fennell, VP of product management for Time Warner Cable, provided ongoing support and guidance to effectively communicate cable's B2B opportunities at 2008 industry events, while Scott McKean, director of field marketing for Time Warner Cable, aided the U.S. Postal Service mover product marketing and Cable Mover projects. Jennifer Mooney, VP of corporate public and government affairs for Bright House Networks, led the integrated communications committee.

TAMI Award judges recognized five deserving honorees who volunteered in a wide range of projects. Linda Finney, VP of affiliate marketing for truTV, led the 2006 and 2007 educational events for CTAM's network consumer marketing community, as well as the 2008 "Rules of Engagement," testing a speed-learning format. Paul Hockenbury, senior director of market research for Comcast, has supported CTAM research for years, including serving as current co-chair of the CTAM MSO research group.

Having honchoed the Mark Awards competitions for three years, Doug Hurst, senior VP and GM of non-linear distribution for Scripps Networks, won an award that recognizes his Herculean decades-long efforts. Heather McCallion, VP of east region affiliate sales for NBC Universal, resuscitated the CTAM Caribbean chapter, while Reece Ritter, director of marketing research for Cox Communications, co-led the 2008 Research Conference.



Sarah Fay, CEO, Aegis Media North America, at the market mix panel yesterday

PHOTO BY JAYMES LEAVITT

BALANCE KEY TO MARKET PORTFOLIO

BY LAURA DODD

Diversity doesn't apply just to 401(k) accounts anymore. It's also essential to achieving comprehensive direct mailing, TV ads and internet emergence. That was the take-home lesson Monday in the CTAM Summit session, "The Marketing Mix: Place Your Bets."

"It's not just what you provide, but how you behave."

SARAH FAY

In order to optimize marketing efforts, keep the big picture in mind, said panelist Sarah Fay, CEO, Aegis Media North America. "Look at the whole, as well as the individual pieces. Direct mailing is going to be more successful when paired with on-line programming, and vice versa. On-line has been an incredible draw for marketers and we've seen

great results there, but it can be overemphasized, too."

Once marketers achieve that portfolio harmony and traffic on the website is steady, practice caution, advised panelist Michaela Adami-Schrott, VP, marketing communications, UPC. "Once you've driven traffic to your site, make it as easy as possible for the consumer. Don't over-ask for information, like a social security number. Who wants to fill that out on line?" UPC saw positive results by implementing a "Call Me Back" button on their on-line surveys. If a customer got distracted, but had filled in sufficient information, "we'd call them back and ask how we could help them," said Adami-Schrott.

Today's consumers have high expectations and in order to retain their business, marketers should promote the company behind the service. "The more you can educate customers about the service you're providing, the more loyal base you'll attract," Fay said. "It's not just what you provide but how you behave."



PUBLISHER
SANDRA DRIGGIN
EDITOR
SHARON DONOVAN
ART DIRECTOR
BILL KNIGHT

PHOTOGRAPHERS
JAYMES LEAVITT, DUSTIN GRAY,
DONALD ROCKHEAD

REPORTERS
DAN BERTHIAUME, JEFF CUTLER,
LAURA DODD, DOC PRUYNE

CONTRIBUTING REPORTER
KATE BACON

COPY EDITOR
RACHEL SCHNEEWIND

ART ASSISTANT
MIKE STRONG

PRODUCTION MANAGER
DEAN DECKER

EXECUTIVE DIRECTOR
ADVERTISING SALES
DEBBIE PREVITI, 201-723-3434 (CELL)

EXTRA EXTRA
21 MCGRATH HIGHWAY
SUITE 405
QUINCY, MA 02169
TEL: 617-773-6996, FAX: 617-696-9872
www.extraextra.biz

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Email news and announcements to sharondonovan@cox.net and katebaconwriter@gmail.com.

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

THE ENVELOPE PLEASE: HALL OF FAME TODAY

EIDTOR'S NOTE: No flash-in-the-pan campaigns in this stellar group of marketing mavens. No way. Just to get a foot in the door of CTAM's Hall of Fame, a campaign has to have the gravitas of at least five years of muster. It also has to raise the marketing bar by demonstrating a powerful and lasting impact on both its company and the cable industry. No doubt that this year's crop of five nominees are all fame-worthy, but only one will be admitted today with an announcement at the General Session at 9 a.m. in Hall D.

While we are waiting for the final word, here are the details of each of the contenders.

BET's Education Tactic

Aimed at helping African-Americans protect against HIV/AIDS-related illnesses, this public education campaign was launched in 1997 by BET and the Kaiser Family Foundation. The initiative, *Rap-It-Up*, has gained a reputation as a premier sexual health information resource and has distributed more than 450,000 information brochures. Additionally, more than 1.3 million calls to its toll-free hotline have enabled the program to reach an unprecedented



Rap-It-Up Campaign

audience, while BET's HIV-related programming has increased the awareness of millions of viewers. The network has also trumpeted the mission via more than 82 PSAs and 30 news and information specials.

Fox News Restores Confidence

Ignited by what seemed a lofty intention to uphold the First Amendment, Fox News 12 years ago embarked on its campaign to show viewers "fair and balanced" coverage unattainable elsewhere. Seeing viewership decline on the evening network newscasts, Fox News determined that the loss was a result of viewers' suspicions about the alleged

objectivity of network news. Fox's campaign to regain viewers' confidence employed a combination of TV, consumer/trade print, outdoor and radio advertising to tout its fair and balanced approach to news.

But a funny thing happened on the



Fair and Balanced Campaign

way to achieving its goal: The slogan was not just part of the "happy talk" permeating the newsroom. Its message apparently got around to the extent that Fox News surpassed CNN in 2002 to become the No. 1 cable news channel. Fox News grew its entire cable news audience four-fold since its inception in 1997.

HBO Series Icon

A transcendent TV drama and cultural phenomenon, *The Sopranos* became the crown jewel of HBO's critically acclaimed programming franchise. Since 1999, *The Sopranos* garnered 21 Emmy Awards and gained wide commercial popularity, becoming the most watched original series on HBO every year it has aired.

Each season, HBO launched extensive advertising, publicity and subscriber acquisition campaigns that communicated highly perceived value to consumers,

affiliates and the media/entertainment trade. Each campaign generated a must-see and broad level of anticipation and awareness. The cumulative effect of



Marketing of *The Sopranos*

national and local TV, print, online and radio advertising generated unprecedented gains in consumer awareness and subscriber growth.

Nickelodeon Heroine

With a rising Hispanic population in the U.S., Nickelodeon created a Spanish-speaking lead character for an emerging audience, embracing their culture in a time of minority under-representation across all forms of media, including TV.

Nickelodeon created a Latina heroine who would super-serve the growing Hispanic population, while still having broad, general-market appeal. In the last eight years, various media were used to target Dora's growing audience and to generate buzz for the on-air specials. These included TV, online, print, live



Marketing of *Dora the Explorer*

shows and radio. It also floated the Dora balloon, the first Latina character ever in the Macy's Thanksgiving Day Parade.

As a result, *Dora the Explorer* is the No. 1 program on TV with kids 2-5.

Just as many kids watch *Dora* today as they did five years ago. It is also the No. 1 preschool toy license and has sold more than \$1.4 billion at retail in 2007. It ranks among the top-rated shows in nearly every major market in the world, including broadcast and cable.

TCM's Oscar Package

Boasting the world's largest film library, TCM began in 1994, taking on incumbent AMC and a small audience base. It needed to create demand among movie lovers, fuel distribution and gain press coverage. By packaging 300+ award-winning films with Oscar-themed documentaries, rare interviews and dynamic packaging, *31 Days of Oscar* was born.

The creative strategy has always been to present *31 Days of Oscar* in an elegant, stylish manner. Over time the packaging and promotions have become more modern. TCM has used iconic photos or film clips of major stars to draw viewers' attention. The media



31 Days of Oscar

strategy has helped sell the consumer via consumer and trade print, TV, online, outdoor and in-cinema buys.

On the wings of such campaigns as *31 Days of Oscar*, TCM has grown to over 75 million homes in the U.S. and has expanded to more than 40 countries.

Nominees are chosen by the Hall of Fame committee comprised of 25 senior marketing and advertising agency executives, chaired by Jonathan Hargis, senior VP marketing and advertising, Cablevision. This year's winner joins the Hall of Fame with the presentation of an engraved crystal bowl, symbolic of a "crystal ball" that such monumental marketing prowess represents.

Connect



Universal Cricket

Control



Titan

Interact



Remote Extender



Bring this ad to our Digital Media Lab Table 2215 during CTAM 2008 and be entered into a drawing for a \$50 Gas gift card! Winners will be picked every hour!



November 17 marks the premiere of three unique Spanish-language programs geared for the preschool crowd on **Discovery Familia**. *Mister Maker* will air Monday-Sunday at 11 a.m., 2 p.m. and 6 p.m., and focus on arts, crafts and imagination. Outdoor-themed *Fifi and the Flowertots* (*Fifi y los Floriguitos*) will air Monday-Sunday at 8 a.m. and 3:30 p.m., and feature a garden world of wonder. *Fluffy Gardens* will air Saturday and Sunday at 12:30 p.m. and 5 p.m., and will showcase a series of characters who tell stories.

What do you get when you cross a mock cooking show with a parody of a reality program? You get *Will It Toast?*, a series



Will It Toast?

of hilarious co-branded 60-second interstitials that ran on Comedy Central's *Friday Night Stand Up*. Audio editor

Lee Gurevich of thePound teamed up with Comedy Central and KFC to bring the stories to screen. ThePound is a division of SoundHound.

The UK's Top Up TV, a provider offering digital channels, has chosen an American company to provide the universal remote control devices. California-based **Universal Electronics** will supply



Catholic Canvas

VATICAN TREASURES

The art treasures of the Vatican Museums are the focus of EWTN Global Catholic Network's new series *Catholic Canvas*. Granted four days filming inside the Sistine Chapel, a privilege never granted any other network, the 10-episode original series uses art to tell the story of the church's salvation beliefs. Hosted by Elisabeth Lev, professor of Christian art and architecture at Duquesne University's Italian campus, and the Vatican Museum's Father Mark Haydu, each episode concentrates on a topic such as Angels, Mary, Jesus Christ's ministry, resurrection, St. Peter and the Saints. The series debuted last week and airs Thursday nights at 6:30 p.m. ET and is repeated Tuesday nights at 11 p.m. ET.

SHOWBIZ

WITH AN EYE ON THE FUTURE, programming entities and technical partnerships have had a global perspective of late, with cable bringing events and stories to TV sets from all over the world. This year, Spanish-speaking pre-schoolers will benefit from three new series meant to entertain and inspire, while a West Coast company reaches across the Atlantic to furnish technology to a company in Great Britain. While Hallmark's new cable channel is focusing on family fun offerings, lots of emphasis on the next generation is in store thanks to entertainment providers looking ahead. — **Kate Bacon**

the devices. The announcement coincides with the rollout of a new Pay TV service offering. The remotes will be custom designed specifically towards the needs of Top Up TV+ service, with universal and DVR control capabilities. UEI designs, develops and delivers innovative solutions that enable consumers to control entertainment devices, digital media and home systems.



New research from **CTAM** shows that On Demand and DVRs are driving viewers back to linear TV. Thirty-four percent of On Demand-only homes and 47 percent of households with On Demand plus a DVR found a program via On Demand and then sought it out on the regular channel. Almost six out of 10 households—59 percent—with both On Demand and DVRs, and 49 percent of On Demand-only households, report that they are more likely to try new programs because of On Demand. Two-thirds of DVR users also found new programming by recording it on their DVR

The life and career of Richard Parsons, chairman, **Time Warner**, will be honored by PBS' celebrity series *The HistoryMakers*. The interview will be taped in front of a live studio audience at George Washington University's Jack Morton Auditorium in Washington, D.C. During the one-on-one interview, CNN anchor and special correspondent Soledad O'Brien will take Parsons through an exclusive discussion of his life and career. The PBS special, *An Evening with Richard Parsons*, will air nationally starting in February 2009.

AmericanLife TV Network will host a 14-hour TV marathon in honor of the country's veterans on Veteran's Day Tuesday. The marathon, dedicated to

and in honor of veterans' courage and sacrifice, will highlight 17 episodes of some of the best World War II TV dramas, including *Combat*, *The Rat Patrol* and *Twelve O'Clock High*.

ION Media Networks and **Sky Angel** have agreed to launch QuboChannel, the TV and online entertainment service for children, and ION Life, the first digital network dedicated to healthy and active lifestyles. As part of the agreement, Sky Angel will renew its affiliation with ION Television and add Qubo Channel, a digital children's network focused on values and literacy, and ION Life, a digital network

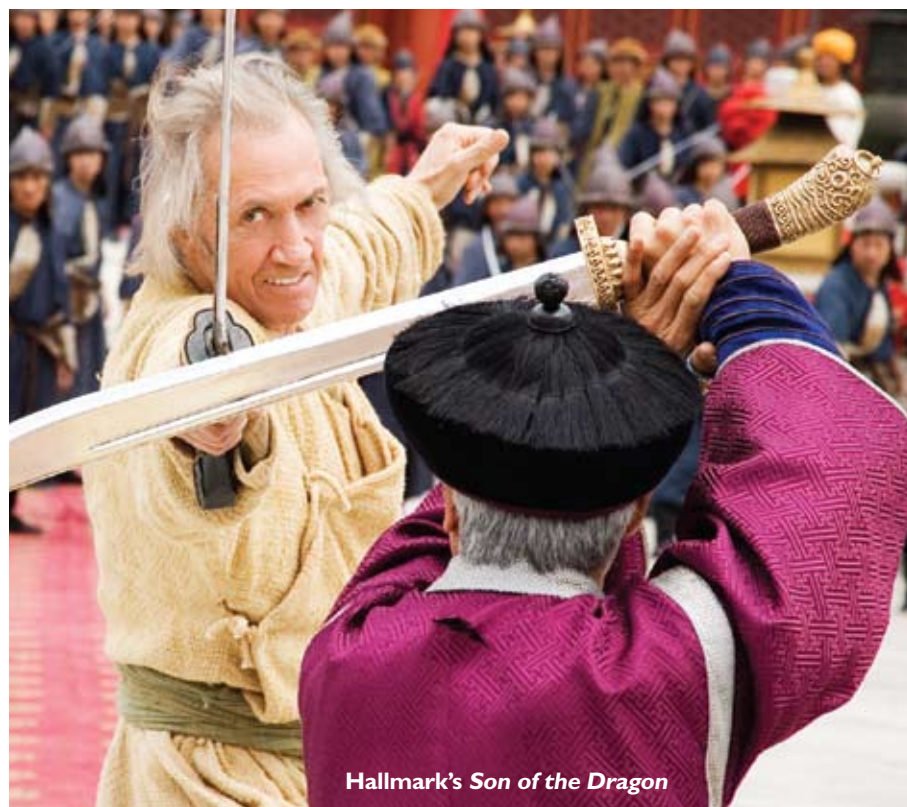


Outdoor Channel's Jimmy Big Time

WHAT IS JIMMY BIG TIME?

The new scripted comedy set to debut on the Outdoor Channel in 2009. Named after host Jimmy "Big Time" Miller, the half hour mockumentary will spoof outdoor activities. This is the first venture into scripted material by the Temecula, CA-based cable net. The star is scheduled to make his first public appearance to announce the show here at **CTAM** today and also be featured during the Outdoor Channel sponsored afternoon break in Summit Central at 3:45 p.m.

committed to the promotion of active living and personal growth, to its linear channel lineup.



Hallmark's Son of the Dragon

HALLMARK MOVIE CHANNEL LAUNCH

The launch of the Hallmark Movie Channel is off to a good start, securing distribution in all of the top 10 markets on such cable systems as AT&T, Cablevision, Charter, Comcast, Cox, Echostar, NCTC, Time Warner and Verizon. The 24-hour family-friendly channel is simulcast in SD and HD and features a mix of classic theatrical films, presentations from the acclaimed Hallmark Hall of Fame library, original Hallmark Channel movies and special events.

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COLLEGE?

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MY LOSSES
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DEDUCT?

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Scene & Heard



PHOTO BY JAYMES LEAVITT



PHOTO BY DUSTIN GRAY

Action on the crowded dance floor

A jammed dance floor, the latest sounds and palpable energy provided the backdrop Sunday at a private party featuring guest host LL Cool J and sponsored by Fuse TV, the music video-oriented TV channel. CTAM attendees poured into the Roxy Nightclub and were greeted with heaping displays of hummus, vegetables, jumbo

boiled shrimp and other lavish appetizers. Lit by a mix of neon and subtle spotlights, the crowd buzzed with anticipation before LL Cool J was introduced. As the entertainment superstar gave a shout out, folks surged toward the stage. A forest of hands with cellphones outstretched lit up the club with a thousand flashes. —Jeff Cutler



PHOTO BY DUSTIN GRAY

LL Cool J and Steven Smith, host of *Steven's Untitled Rock Show* and *The Weekly Riff*



PHOTO BY DUSTIN GRAY

Fuse VIPs Eric Sherman, president, and Brad Samuels, executive VP, content distribution, along with David Pugliese, senior VP, Cox Communications, and Fuse's Peter Tulloch, VP, content distribution, hang with the "main man"

More Scene & Heard on Pages 8-9.

Scene & Heard



CTAM's Char Beales, president and CEO, with HSN's Michael Smith, director, affiliate relations, and Kurt Otto, distribution and marketing-Americas, Orbit Communications



Natasha Stone, VP, business development, net2phone; Eli Baruch, senior director, product management, broadband communication systems, Arris; and IDT Telecom's Max Silbershatz, senior VP, business development



MTV's Dax Martinez-Vargas, associate producer, and Brennan Stasiewicz, director



Douglas Lee, executive VP, worldwide digital media, Metro-Goldwyn-Mayer Studios, and Mark Greenberg, president and CEO, Studio 3 Partners

Fabulous food, valuable networking opportunities, a private feature-film premiere and an LL Cool J-hosted party launched CTAM Summit 2008 with great style.

For openers, INVIDI Technologies sponsored a reception for CTAM's new and international members where folks networked before attending an evening packed with awards ceremonies and other festivities.

CTAM's Mark Awards were presented to companies for their outstanding marketing efforts in multiple channels. The number of winners—172—rivalled 1998's record number of 197 winners.

During the ceremony, Charter Communications took home a gold Mark Award. Barbara Hedges and Ted Schremp of Charter were on hand to accept the award. "Our creative team, led by Megan Griffith, has been doing a lot of great work this year and it's nice to have it recognized," said Hedges.

Dax Martinez-Vargas and Brennan Stasiewicz were among those who "hit the Mark" jackpot—taking home gold and silver awards for their on-air promos for MTV.

Meanwhile, sneak previews are not just for the Hollywood crowd. MGM's Douglas Lee and Mark Greenberg, Studio 3 Partners, hosted a private showing of *Quantum of Solace*, the new James Bond feature film, at the AMC Theatres on the Boston Common. —Jeff Cutler



Sam McGill, VP and GM, Atlantic Broadband



Charter Communications' Ted Schremp, CMO, and Barbara Hedges, senior VP, consumer marketing

PHOTOS BY JUSTIN GRAY

Scene & Heard



WWE's Michael Diana, director, distribution and affiliate marketing, western region, and Lisa Richards, VP, affiliate marketing



PHOTOS BY DUSTIN GRAY

Dave Pistacchio, executive VP and general manager, Optimum Lightpath; Gerard Keane, principal, Deloitte Consulting



GCI's Maureen Moore, VP, and Kate Lynch, product development manager, flank Camille Hammond, senior director, field sales, Disney and ESPN Networks affiliate sales and marketing, and Eleanor McClintock, VP, client sales, Media Works

And... we're off! CTAM Summit 2008 kicked into high gear Monday morning, thanks in large part to David Droga's energizing presentation on the future of advertising. Speaking at the General Session, the Australian founder/creative chairman of Droga 5, a maverick-type advertising agency based in New York, reassured a packed auditorium with these few words: Advertising is not dead! But it is challenging. "It's an incredibly exciting time to be in advertising. It always comes down to the good, the bad and the crap: The good will be effective, the bad will be ignored and the crap will offend," he said. Attendees kept the buzz going, flooding into the exhibit hall to network, browse and broker deals. Many planned to implement Droga's message immediately. "I learned more about non-traditional media and guerrilla marketing," said Lisa Richards, VP, affiliate marketing, World Wide Entertainment. "Audiences are smart. We have to think out of the box."

—Laura Dodd



Jerry Arias, director, affiliate marketing, The Weather Channel, and Lee Beck, Mississippi regional marketing manager, MetroCast



PHOTOS BY JAYMES LEAVITT

Cory Mizga, regional director, affiliate sales and marketing, Comcast Networks; International Network's Shelly Kurtz, executive director, affiliate sales and marketing, and Michael Scott, VP, affiliate sales and marketing



NBC Universal's Ariana Tauro, affiliate sales operations, NBCU TV Networks, distribution; Rohania Somar, associate marketing, manager; and Gina Mulvey, manager, affiliate marketing and ad sales, East TV Networks, distribution

AGENDA

TUESDAY NOVEMBER 11

7:45 A.M.-12:15 P.M.

Registration

8:30-9 A.M.

Summit Central Open*

*Note: Summit Central's amenities, including Digital Media Lab, e-business center, massage chairs and refreshments will be available at various break periods throughout the morning.



Cammie Dunaway at 9 A.M.

GENERAL SESSION

9-10 A.M.

Keynote Address

Hall D

Cammie Dunaway, executive VP, Nintendo

Hall of Fame: Jon Hargis, senior VP/marketing & advertising, Cablevision Systems

HOST: Janet Rolle, executive VP & CMO, BET Holdings

BREAKOUT SESSIONS

10:30-11:45 A.M.

Interactive TV: Truly Enhanced
Ballroom B

PANEL: Bob Benya, senior VP/VOD, Time Warner Cable; Patrick Donoghue, senior VP/strategic product development, Cablevision; and Mark Hess, senior VP, Comcast
MODERATOR: Craig Leddy, co-author, the CTAM tru2way guide



John Hargis at 9 A.M.

Google: An Inside Look

Ballroom A

SPEAKER: Tom Eisenmann, professor, Harvard Business School
INTRODUCTION: Judi Allen, VP/programming, Time Warner Cable

Broadband Era's New Rules

Ballroom C

PANELISTS: Greg Clayman, executive VP Digital, MTVN; Karin Gilford, senior VP, Fancast; Lucy Goldenhersh, senior VP/content acquisition & strategy, Sony; Anthony Soohoo, senior VP & GM/entertainment, CBS Interactive; and John Zehr, senior VP/digital media product development, ESPN
MODERATOR: Will Richmond, VideoNuze

Mastering Trans-Media Marketing

Room: 302

PANELISTS: Courtney Monroe, executive VP/consumer marketing, HBO; Guy Slattery, senior VP/marketing, A&E Network and Bio Channel; and Chad Youngblood, GM, Fine Living Network
MODERATOR: Lori Pate, LORI PATE+

Leveraging Residential Strategies

Room: 306

PANELISTS: David Andreski, VP/sales & marketing-central division, Charter Communications; Joe DiGeso, VP, TWC Business Class; Pete Fasulo,

president, PJF Sales Training; and Karen Schmidt, senior director/commercial services, Comcast Business

MODERATOR: Murray Goldstein, director/commercial marketing strategy, Cox Business



Courtney Monroe at 10:30 A.M.

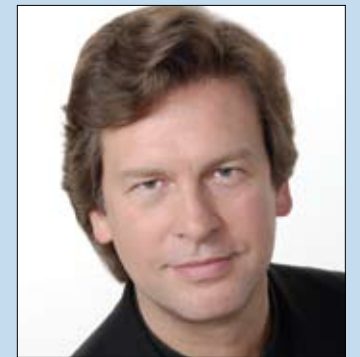
Achieving Expectations, Maximizing ROI

Room: 308

PANELISTS: Annie Howell, senior VP/communications, public affairs & talent management-

Discovery Planet Green, Discovery Communications; George Lima, VP/affiliate marketing & affiliate ad sales, TV One; and Mark Weiner, CEO-North America, Prime Research

MODERATOR: Peggy Ballard, senior director, Service Provider Marketing, Cisco Systems



Joe Rooney at 12:15 P.M.

12:15-2:30 P.M.

CEO Panel and lunch

Hall D

PANELISTS: Tom Rutledge, COO, Cablevision Systems; Jessica Reif Cohen, 1st VP & managing director, Merrill Lynch; David Verkin, CEO, Canoe Ventures; David Zaslav, president & CEO, Discovery Communications; and Rob Glaser, founder, chairman & CEO, RealNetworks

MODERATOR: Bharat Anand, Henry R. Byers Professor of Business Administration, Harvard Business School
HOST: Joe Rooney, CMO, Cox Communications, and Char Beales, president & CEO, CTAM

SUMMIT HIGHLIGHTS ITV INNOVATIONS TODAY

BY DAN BERTHIAUME

Cable TV experts predict that innovations in interactive TV (ITV) technology will greatly increase customer participation in advertising and programming.

In this morning's "Truly Enhanced Television" summit session, panelists—from cable giants, including Showtime, Comcast and Time Warner—discuss how technologies such as tru2way and EBIS will change the way consumers use their TVs. By turning cable television into a participatory medium, ITV technology offers the chance to build viewer loyalty that can translate into big profits.

"In the past, we've been able to deploy things on satellite, but now we can do it on a more market-by-market basis with cable and reach a large audience," said panelist David Preisman, VP of interactive TV at

Showtime Networks. "We're developing software that will allow customers to click on a commercial advertising a Showtime package with their remote controls and order it instantly. These applications will help market Showtime and take the burden off the call center."

Preisman added that interactivity will also add value for subscribers who watch Showtime sporting events. "Interactive sports applications will run along with Showtime mixed martial arts programming that will let viewers at home play along with other viewers," he said. "There will be a game component and a fantasy sports component that will include statistics and information on fighters. It's the evolution of television from a one-way passive environment to a true two-way experience for consumers who want to get more involved and take part."

Mark Hess, senior VP of video product development for Comcast, emphasized that



PHOTO BY DUSTIN GRAY

On the interactive beat today at the 10:30 a.m. Summit panel session, Interactive TV: Truly Enhanced are Showtime Networks' David Preisman, VP of interactive TV, and Time Warner Cable's Bob Benya, senior VP of on-demand

for ITV, the future is now. "Unlike the past, where interactive TV was talked about, interactive TV is here and beginning

to happen," said Hess. "The ultimate interactive application is video-on-demand, which

has been here for a while."

Beyond VOD, Hess said other enhanced ITV applications are being made available.

"These include polling and voting, as well as advertisements that give viewers the capability to request more information or telescope from a linear to an on-demand ad, caller ID and simple games," he said.

Craig Leddy, senior market analyst for Interactive TV Works, will moderate today's summit session. Leddy believes one of the most important topics panelists will discuss is business models for ITV.

"In the past, interactive TV was hampered by a lack of technical standards," Leddy said. "But we've gotten over that hurdle with tru2way, ITV and common internet specifications. The next step will be what do we get out of these applications and what business model will be behind it? What will the relationship be between cable operators and content providers? The primary model right now is advanced advertising."

MOBILE VIDEO TECH UNDER SCRUTINY

BY DOC PRUYNE

The impact of mobile video is under wide review, according to industry experts at a Summit session Monday.

John Barzilay, senior VP of programming and advertising at MediaFLO, observed that no technology can match expectations. "There's so much hype—it's always bound to be behind. The technology just hasn't been there," Barzilay said.

When broadcast goes digital in the U.S. in February 2009, the industry will be driven to establish platforms that enable cellphone video, he said.

Currently seven mobile-video capable devices are on the market.

"We've done a lot of programming generated by users," said Chris Lorenzoni,

mobile media director for ansible. "We've done a lot of events where people use their phone to prove they were part of the event."



PHOTO BY JAMES LEAVITT

Ron Lamprecht at Monday's Summit session on mobile video

Ron Lamprecht, senior VP of digital distribution at NBCU, affirmed that users and their preferences for live

programming are pushing mobile viewing.

"Live is unbelievable—live sports, the election. Live programming really performs well," Lamprecht said.

What's on the little screen may not be the only difficulty slowing mobile video. Another problem is the inability of advertisers to know the impact of their mobile video advertising budget.

"The technology and business rules are just not in place yet. We still don't have the technology to get the data back," Lamprecht explained.

Andrew Stalbow, senior VP for Fox Mobile Entertainment, noted that charging twice for the same content turns off consumers, but may not, in the end, prevent a media explosion.

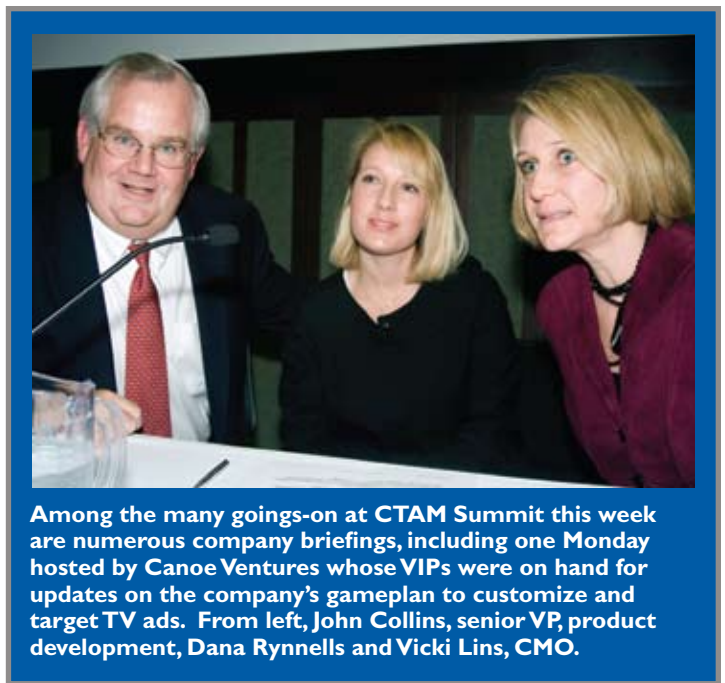


PHOTO BY DUSTIN GRAY

Among the many goings-on at CTAM Summit this week are numerous company briefings, including one Monday hosted by Canoe Ventures whose VIPs were on hand for updates on the company's gameplan to customize and target TV ads. From left, John Collins, senior VP, product development, Dana Rynnells and Vicki Lins, CMO.

CEO: LISTEN TO CONSUMER DEMAND

CONTINUED FROM P. 1

they said in interviews prior to the session.

"Problems with perception or image can, in part, be remedied through savvy marketing and advertising, but problems with subpar products or inferior service are very difficult to remedy," said Joe Rooney, CMO of Cox Communications. "This is especially true in our transaction-heavy service business."

Tom Rutledge, COO of Cablevision Systems, echoed Rooney's comments. "Good marketing can make cable's superiority over satellite and phone company competitors clear, but the underlying products and value have to be there to support the messages and establish credibility with consumers," Rutledge said. "Promising without delivering results in churn. In today's environment, we need to attract

and retain customers, not create a revolving door."

Fortunately for cable providers, technological developments offer a bright future for those who make the investment in providing quality next-generation services. "We can turn

"The underlying products and value have to be there."

TOM RUTLEDGE

TV into a transactional platform," said David Verklin, CEO of Canoe Ventures. "It can bring a lot of new advertisers to the platform, and create a new user-friendly business model. If you want to buy something now, you go to the phone or internet. With changes in technology you can stay with your remote control. That's a big idea and a big change."

However, David Zaslav, president and CEO of Discovery Communications, advises cable providers to carefully listen to their customers before rolling out new services and products. "We are reconnecting with and listening to our audiences more closely than we have in the past," said Zaslav. "We always talk about respecting and understanding our customers. That respect and insight is more important than ever. We can't just lead by our own tastes as programmers and marketers."

Panel participants also expect to encourage cable operators to look outside themselves and their industry in order to provide the highest-quality, most marketable product possible. "Cable needs to give consumers benefits beyond price, phone, TV and broadband service, email and messaging," said Rob Glaser, founder, chairman and CEO of RealNetworks.

CONTEXT NOW IS CRITICAL

CONTINUED FROM P. 1

consumer.

Jeffrey Rayport, founder and chairman, Marketspace LLC, Monitor Group, said the cable industry has to ask itself, "How do customers want to manage their relationship with us?"

With the proliferation of user-created content and competing online outlets like YouTube, the new service challenge for cable is understanding how consumers want to receive content.

Rayport's "Cable's Next Wave" Summit session yesterday

stressed how viewership has changed in the past 50 years and presented a unique perspective on where video entertainment stands now.

A fundamental change has occurred in the supply-demand dynamic from a finite world of seven channels several years ago to the current supply of nearly endless opportunities.

From videos that register nearly one billion views on YouTube to programming that promotes viewer interaction, today's market requires a different approach.

TARGET ADS TO MARKET

CONTINUED FROM P. 1

have to tell stories that don't have an ending and get people involved in them. They want to participate."

Droga said the only two things that matter in modern advertising are movement and momentum. "You need something that doesn't run out when the media budget runs out," he said.

As an example, Droga showed a web video Droga5 created for Barack Obama's recent presidential campaign. Having identified Florida as a key state in the election, Droga said his firm determined that the state's elderly Jewish residents could make a difference. "They were suspicious of Obama, but their grandkids all liked him," said Droga.

In response, Droga's The Great Schlep urged younger Jewish voters to visit their grandparents in Florida and discuss Obama with them.

The campaign had a website and a Facebook page, and also featured a viral online video of comedian Sarah Silverman comically encouraging Jewish voters to participate. Droga said 15 million people watched the video, 1.5 million people downloaded online talking points and 25,000 people actually participated in The Great Schlep. "We didn't win the election for Obama, but we helped him not lose," said Droga.

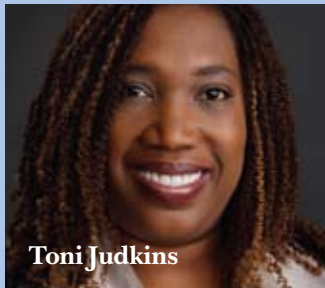
Despite the success of the campaign, Droga said the goal of advertising is not always to create something funny or outrageous. "You need to create something that gets people to act in some way," he said, and turned to a more serious ad campaign Droga5 created for UNICEF to raise awareness of the global water crisis that contributes to the deaths of 5,000 children each day in third-world countries.

at deadline
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Medina, the panel included Steve Villano, president and CEO, Cable Positive; Angie Britt, VP, advanced products, CTAM; Jeanette Kilo-Smith, VP, diversity, Motorola; Adam Tenner, executive di-

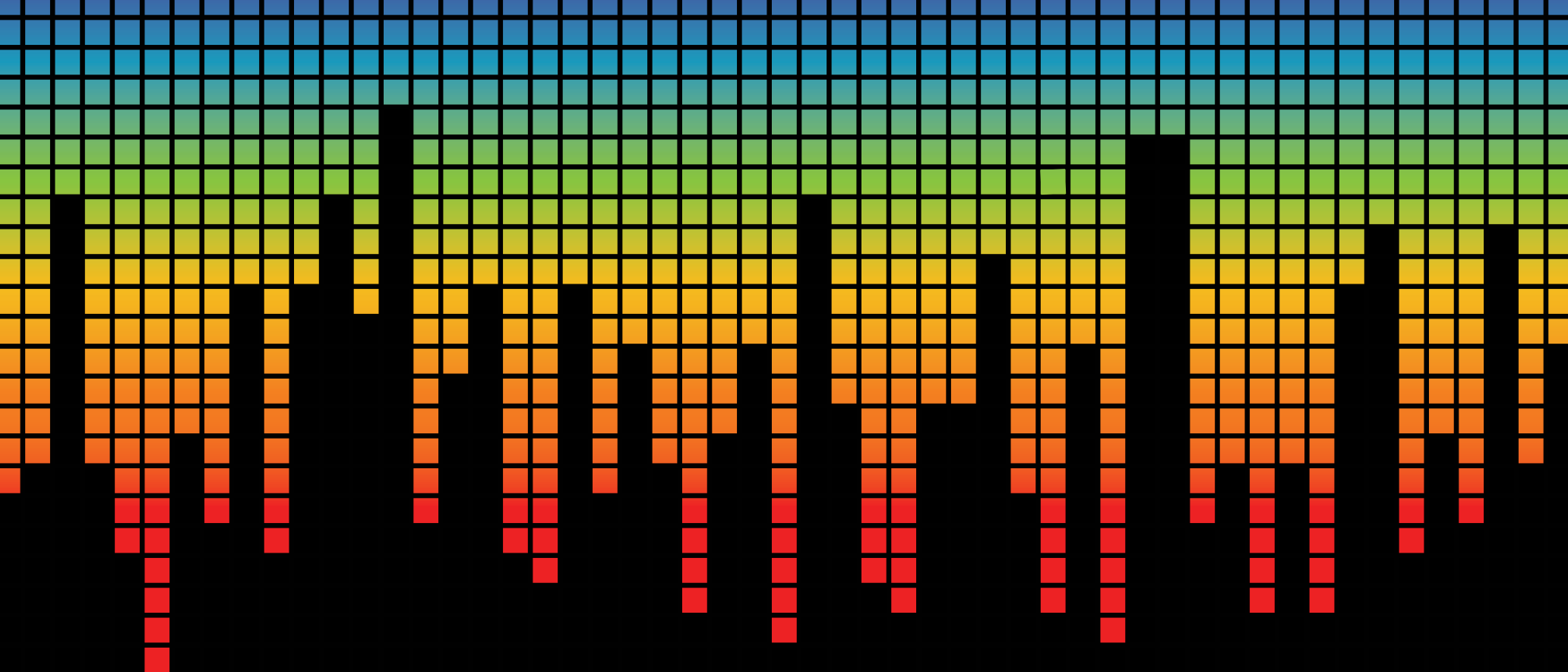
rector, Metro TeenAIDS; and Anthony Surratt, VP, corporate communications, Time Warner Cable.

Mala Chapple is the new **Sundance Channel** VP, original programming and production. She's an Emmy-nominated documentary producer who founded Borderline Productions, where she was executive producer for two seasons of Sundance Chan-



Toni Judkins

nel's The Al Franken Show. At **TV One** Toni Judkins has been named senior VP, original programming.



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