



Be prepared. Stay safe.

The Weather Channel

# EXTRA<sup>®</sup>

SHOW DAILY

THE CABLE SHOW · CHICAGO

THURSDAY, JUNE 16, 2011

## POLITICS RAISING TECH BAR

BY PHIL BRITT

Political advertising evolved to more specialized and targeted messages leveraging the power of cable advertising in the presidential election of 2008. Now that the presidential campaign for 2012 is underway, complementary technologies like Twitter and Facebook will continue to help campaigns hone and target their messages, political strategists said during Wednesday's opening general session at The Cable Show.

SEE TECH, P. 12

## CABLE'S SUCCESS UNFOLDS

BY JENNI SPINNER

Worlds collided at The Cable Show Wednesday when NCTA president and CEO Michael Powell—former chairman of the Federal Communications Commission—sat down with his successor, current FCC head Julius Genachowski. The amicable adversaries discussed the future of the cable industry, and the role that the agency will play in it.

SEE CABLE, P. 5



PHOTO BY TIMOTHY HIATT

Partnering for cable's future: NCTA president and CEO Michael Powell (former FCC chairman) and current FCC chairman Julius Genachowski traded ideas on the many roles the cable industry plays in the issues challenging the country. More details, story lower left.

## TARGET ADDED VALUE

BY JENNI SPINNER

Among the significant challenges cable professionals must tackle in the face of dramatically shifting content and technology: determining the value of content and delivering value to consumers. During Wednesday's keynote at The Cable Show, an assemblage of cable and media leaders hammered out some of the obstacles and opportunities in the area.

"Consumers demand access to content—whatever they

SEE VALUE, P. 12

Preparing subscribers to make the most of everyday.

YOUR WEATHER IS OUR BUSINESS.

The Weather Channel<sup>®</sup>  
weather.com

© 2011 The Weather Channel, Inc. All rights reserved.

## at deadline

Comcast's Xfinity TV markets are rolling out significant increases in On Demand and HD On Demand content from Starz Entertainment for its Starz, Encore, and Movieplex premium subscribers. In total, the Starz Entertainment On Demand offerings available every day on Xfinity TV increases from approximately 325 to 800, while the HD On Demand content rises from 80 to 520.

CBS Sports Network will launch the *Tim Brando*  
SEE AT DEADLINE, P. 12

## TODAY

### ALL DAY

Immerse yourself in ION Television's new police drama series, *Flashpoint*, with the help of a green screen at ION Media Network's exhibit. You may also appear in *Power Yoga* from the healthy living digi-channel ION Life, or *Willa's Wildlife* from the digital children's channel Qubo. Participants will walk away with a DVD of their on-screen performance.

**Booth 263**

### 10:30 A.M.-3 P.M.

Get your picture taken with one of the most famous Hollywood horses, Roy Rogers' Trigger, at **RFD-TV's** exhibit, which is decked out in an authentic looking outdoor Western theme. Bullet, the King of Cowboy's German Shepherd is also on-hand. Happy trails!

**Booth 153**

### 10:30 A.M.-12:30 P.M.

**Turner Broadcasting** will be promoting truTV's *Police POV* by serving coffee and donuts and giving away travel coffee mugs. A green screen photo opportunity for attendees to

# FLOOR FUN & CELEBRITY WATCH



Picture themes at **RED-TV**

appear in the backseat of a squad car will also be offered, providing a rare chance to

smile after being apprehended.

**Booth 1431**

### NOON

Test your luck and stop by **CSG Systems'** exhibit to drop business cards in a fish bowl for a shot at winning a Casio TRYX digital camera.

**Booth 2031**

### 10:30-3 P.M.

Indulge in a bit of luxury at **Wealth TV's** exhibit where premium, handmade cigars will be rolled and handed out to Cable Show attendees. There's no need to ring a bell to win this cigar.

**Booth 163**

### 11 A.M.-3 P.M.

Re-energize at **OWN HD's**

with orange juice, pineapple juice, strawberries and mangos. Yum!

**Booth 1013**

### 2:45 P.M. AND 3:45 P.M.

*The Communicators*, **C-SPAN's** show about the telecommunications and cable industries, will tape interviews with several people from *The Cable Show*. Time Warner Cable's Kevin Leddy, executive VP, will appear at 2:45 P.M. and NCTA's Michael Powell, president, will appear at 3:45 P.M.

**Booth 531**



Cigars at **Wealth TV**



Smoothies at **OWN**

# EXTRA EXTRA

### PUBLISHER

SANDRA DRIGGIN

### EDITOR

SHARON DONOVAN

### ART DIRECTOR

BILL KNIGHT

### ASSISTANT ART DIRECTOR

ERIONA BAHOLLI-KARASEK

### CONTRIBUTING EDITOR

KATE BACON

### REPORTERS

CHRISTOPHER BRINCKERHOFF

PHIL BRITT

TERRI COLBY

JENNI SPINNER

### PHOTOGRAPHERS

BARRY BRECHEISEN

DANIEL BOCZARSKI

TIMOTHY HIATT

### PRODUCTION MANAGER

DEAN DECKER

### EXECUTIVE DIRECTOR ADVERTISING SALES

DEBBIE PREVITI, 201-723-3434

### ACCOUNT EXECUTIVE

JAY TINKOFF, 678-358-9332

### EXTRA EXTRA

21 MCGRATH HIGHWAY  
SUITE 405

QUINCY, MA 02169

TEL: 617-773-6996, FAX: 617-698-1254

www.extraextra.biz

©2011 All Rights Reserved

**EXTRA EXTRA** publishes at NATPE, NCTA, CTAM and PROMAX.

Email news and announcements to Sharon Donovan at [extraextrashowdaily@gmail.com](mailto:extraextrashowdaily@gmail.com).

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

# AND THE ENVELOPE, PLEASE: VANGUARD AWARDS TODAY

When it comes to awards, the Tonys draw the big names from Broadway to New York City. In Los Angeles, the stars come out to walk the red carpet for Hollywood's big night at the Oscars. With Lake Michigan and Chicago's sparkling skyline a remarkable backdrop, the luminaries from the cable universe take the stage for their big moment at the Vanguard Awards at The Cable Show 2011.

This year, the Distinguished Vanguard Awards for Leadership are being awarded today to Thomas Rutledge, COO at Cablevision Systems and Mae Douglas, executive VP and chief people officer at Cox Communications.

The awards will be presented at noon at the NCTA luncheon and awards ceremony at the Grand Ballroom.

These two awards, one each year for a man and another for a woman, recognize the best and the brightest in the cable and

telecommunications industry leadership. They were created to honor Larry Boggs, who pioneered the development of the

In addition to being employed by a member of the NCTA, nominees exhibit outstanding leadership qualities

and communications business; Rainbow Media, the company's national programming business; Optimum Lightpath, the company's all Ethernet carrier-grade business telecommunications company; and Clearview Cinemas. He currently serves as chairman of the NCTA, and previously was president of Time Warner Cable.

Douglas, appointed to her current position in 2000, is responsible for setting Cox's human capital strategy, driving talent management and development, workforce planning, employee and labor relations, and organizational development along with diversity and inclusion. She has served on the board of directors of the National Association for Multi-Ethnicity in Communications and of the Women in Cable and Telecommunications Foundation.

The Vanguard Awards, the most prestigious presented by NCTA, honor leaders who

excel in business as well as in commitment to colleagues.

Other NCTA Vanguard Award categories and winners include:

■ *For Cable Operators:* Carol Hevey, executive VP, east region for Time Warner Cable.

■ *For Programmers:* Doug Herzog, President and CEO of MTV Networks Entertainment Group.

■ *For Science & Technology:* Louis Williamson, VP of advanced engineering & senior fellow, Time Warner Cable.

■ *For Government and Community Relations:* Sheila Willard, senior VP, government relations, Comcast Cable Communications.

■ *For Marketing:* Jonathan Hargis, executive VP of marketing, Cablevision Systems.

■ *For Associates and Affiliates:* Mark Dzuban, president and CEO, SCTE.

■ *For Young Leadership:* Jennifer Caserta, executive VP and general manager, IFC.

## 2011 NCTA VANGUARD WINNERS DISTINGUISHED LEADERSHIP



**THOMAS RUTLEDGE**  
Chief Operating Officer  
Cable Systems



**MAE DOUGLAS**  
EVP & Chief People Officer  
Cox Communications

cable industry, and Idell Kaitz, whose representation of the industry produced a significant impact on policy-makers.

and development of cable television on the national level.

Rutledge is responsible for overseeing Cablevision's cable

RECLAIM  
YOUTH TV  
KARMALOOOP TV

**natpe.**  
CONTENT FIRST

**NATPE 2012**  
**January 23-25**

Fontainebleau Resort  
Miami Beach

**12** natpe.  
CONTENT FIRST



# YOU'VE SEEN CABLE'S BEST; NOW REACH FURTHER

- **4,850** top media execs from 70 countries (+35%)
- **272** global exhibiting companies (+20%)
- **780** content buyers and acquisition execs (+116%)
- **250** influential speakers
- **50** sessions, special events, networking and more

# AT NATPE 2012!



PHOTO BY TIMOTHY HIATT

Karmaloo TV's top brass Greg Selkoe, CEO, and Katie McEnroe, president (front row, second and third from left) surrounded by Karmaloo's street team.

# Scene & Heard

The Cable Show was in full swing Wednesday as attendees gathered for more informative education sessions, provocative panel discussions and demonstrations of new products and services. In the CableNET show section, sponsored by CableLabs and NCTA, 40 exhibitors demonstrated technologies that are shaping cable's efforts to deploy broadband to consumers and businesses and make it possible to deliver content anytime, anywhere. FourthWall Media, for example, showed off AirCommand, an EBIF application that allows smart devices to communicate with set-top boxes. At the same time Neustar presented Texting Everywhere, a play on the term TV Everywhere. The cloud-based texting service allows texting to broadband wireline subscribers so texts can be sent and received everywhere. The Cable Show also included businesses offering other kinds of products and services. Representatives at the ClickSoftware exhibit shared information with convention-goers about their suite of software solutions and the folks from Karmaloo TV were prepping for high profile visibility as the sponsor of the evening's NCTA chairman's reception.

— Christopher Brinckerhoff



ClickSoftware's Maureen Sundman, director of solutions and consulting for the Americas, and Avi Mileguir, director of sales in the West region



Neustar's Timothy Cody, senior director of product management, demonstrates Texting Everywhere for attendees in The Cable Show's CableNET section



PHOTOS BY DANIEL BOCZARSKI

Reality show star Kendra Wilkinson of E!'s *Kendra* at the NBC Universal exhibit



PHOTO BY TIMOTHY HIATT

Carrie Brownstein (former Sleater Kinney band member) and Fred Armisen (*Saturday Night Live* cast member) of IFC's *Portlandia*



Motorola's Jiong Li, manager of software development

# Scene & Heard



Weather Channel's Mike Kelly, president and CEO, left, Stephanie Abrams, on-camera meteorologist, and Andrew Rosenberg, senior VP



Stacy Melle, VP of marketing, NBC Universal, left, Verizon's Leigh Ann Dunleavy of Verizon, and Jeff Marquez, director, Digital Platforms of NBC Universal



Weather Channel's Pam Bertino, VP, left, and Comcast VP Mike Ortman, VP, content strategy and operations



Jill Campbell, senior VP, Cox Communications, left, with Weather Channel's Jennifer Dangar, executive VP, and Ellen East, chief communications officer



World Wrestling Entertainment's Christine Pinzon, left, and Melissa Steffens, with Karen Gayle, Guam Digital TV



Echostar's Alistar Chatwin, left, and Dan Accettura, key account manager of STMicroelectronics

Attendees at The Cable Show 2011 found a wide variety of ways to unwind and network with industry compatriots after the first day of information-packed sessions. A standing-room only crowd enjoyed the architecture, food and drink at the historic Chicago Firehouse Restaurant, a converted Chicago firehouse built in 1905, during a happy hour event sponsored by Sandvine. The restaurant itself was used for many of the scenes in the movie *Backdraft*. Other attendees took in one of Chicago's fine museums, enjoying the "Jellies" display and more than 1,500 other species of marine life at the Shedd Aquarium, an event hosted by EchoStar. The fine weather enabled those at the Shedd to sit outside and take in Chicago's skyline as well as Lake Michigan. The Weather Channel hosted invitees at one of Chicago's most exclusive restaurants, Tru, where they enjoyed upscale Mediterranean-influenced French food as well as an informational wine tasting demonstration.

– Phil Britt



Samantha Brown, Avail-TVN, left, and Mike Scott, director of affiliate distribution, Revenue Frontier



EchoStar's Margit Tritt, senior account manager, left, and Poonam D'souza, manager competitive intelligence

PHOTOS BY BARRY BRECHSEIN



Discovery Communications' Bill Goodwyn, president of global distribution and education; Liberty Global's Bob Leighton, senior VP of programming; Discovery Networks International's Mark Hollinger, president and CEO; Liberty Global's Mike Freis, president and CEO; and Discovery Communications' David Zaslav, president and CEO



Viamedia VPs Rick Tarvin, Roger Weaver, Becky Jones and Dan Budzinski



Suddenlink's Gordon Bourne, VP of programming, Hamilton Media's Sue Hamilton, principal and founder, and Discovery Communications' Bob Gold, VP of domestic distribution

## Scene & Heard

As the sun set on The Cable Show Tuesday, parties cranked into high gear with networking and industry accolades taking center-stage well into the evening hours. The Cable Center honored new inductees into the venerable Cable Hall of Fame with a banquet dinner and celebration in the chandelier-lit ballroom at Sheraton Chicago. Colleagues and family members at the ceremony congratulated the Class of 2011 inductees Maria Bartiromo, Jeff Bewkes, Rocco Commisso, Jim Gray, Paul Kagan and Timothy Wirth as they joined a prestigious list of industry leaders. Meanwhile, music was thumping at Discovery Communications' reception at the swanky rooftop patio at the Wit. The festivities were punctuated by eloquent speeches, engaging conversations, delicious food and reflections on the day's activity. Hot topics included advanced advertising platforms, authenticated IP video implementation and the evolution from just plain old cable to streaming video to tablet computers and other mobile devices.

— Christopher Brinckerhoff



Cable Hall of Fame inductee and Mediacom Communications' Rocco Commisso, founder, chairman and CEO, and wife Catherine Commisso



Mediacom's John Pascarelli, executive VP of operations, Baker Botts law firm's Lee Charles and Mediacom CFO Mark Stephan, CFO



CNBC's Mark Hoffman, president and CEO, and Maria Bartiromo, anchor and Cable Hall of Fame inductee

# VALUE, CONTENT AND CONVENIENCE ARE CRUCIAL

CONTINUED FROM P. 1

want, anytime they want, anywhere they want to," said Rob Marcus, president and COO for Time Warner Cable, adding that consumers expect convenience in terms of access, as well as how they pay for the content they enjoy.

Ken Lowe—chairman of the board, president and CEO for Scripps Network Interactive—said the challenge is taking the content that consumers expect and enjoy, and determining how best to collect revenue based on the content's value. Advertisers, he said, will pay a key role.

"We're in a robust advertising market," said Lowe. "We're going to become more and more dependent on advertising, especially as technology enables us to incorporate advertising more. I don't think we can any

longer look at tapping into the consumer and expecting him or her to pay the price."

However, in order to charge advertisers, content providers must be able to determine the value of advertising, which means coming up with effective measurement tools that gauge the impact and value of content as viewed on non-conventional platforms (i.e. smartphones, tablets and other devices). Michael Willner, vice chairman and CEO of Insight Communications, said that changing technologies demand more savvy measurement tools, because set-top boxes, viewer journaling and other previous methods are inaccurate and passe.

Panelists discussed how to best allocate capital investment in ways to bring the cable industry forward. David



PHOTO BY TIMOTHY HIATT

Leaders discussed determining and harnessing cable's value yesterday. From left: moderator Maria Bartiromo, CNBC host; Michael Willner, vice chairman and CEO of Insight Communications; Rob Marcus, president and COO of Time Warner Cable; Ken Lowe, chairman of the board, president and CEO for Scripps Network Interactive; and David Haslingden, president and COO of Fox Networks Group.

Haslingden, president and COO of Fox Networks Group, said his firm is "plowing our money into great storytelling"

Willner added that discussions surrounding capital outlays should take into account ways to make the consumer's

viewing experience better and easier; he also stated that the cable industry is seeing the biggest potential for growth in serving business customers and should consider those customers when allocating future capital investment.

In a separate section of the keynote, CNBC host Maria Bartiromo moderated a panel of media experts on advertising strategies. Representatives pointed to a need for developing and implementing effective tracking tools along with keeping consumers engaged, to harness profits from content.

"There are more opportunities than ever before to lose a consumer, and there are more opportunities than ever before to engage a consumer," said Bill Koenigsberg, president, CEO and founder of Horizon Media.

## TECH FEEDS CONTENT DEMAND

CONTINUED FROM P. 1

"The new technologies will be helpful in the way that cable was able to do for us," said David Axelrod, former senior advisor to President Barack Obama. In addition to Facebook and Twitter, there could be new technologies not even on the market yet that

at such a fast pace, I feel like Groucho Marx in the movie *Duck Soup*," Axelrod quipped. "He's the dictator of a country who is told a four-year-old could understand a financial report. Then he says: 'Go out and find me a four-year old. I can't make heads or tails of it.'"



PHOTO BY TIMOTHY HIATT

Candy Crowley, chief political correspondent and anchor for CNN, left, discusses political advertising with David Axelrod, former senior advisor to President Barack Obama, and Ed Gillespie, former counselor to President George W. Bush and former chairman of the Republican National Committee.

could play a part in the 2012 campaign.

Social media technologies enable campaigners to acquire e-mails, physical addresses and other information about supporters, relationships the campaigners can then build upon, Axelrod said. Twitter was too new to be much of a factor in the 2008 campaign, but is expected to be a big factor for 2012.

"Technology is evolving

Axelrod admitted that he sometimes needs someone much younger to explain the technology.

With all of the different technology platforms, there is a constant need for content, which is a blessing and a curse for politicians, according to Ed Gillespie, former counselor to President George W. Bush and former chairman of the Republican National Committee.

While the content demand puts pressure on political press offices to produce a constant stream of information, it also affords them more opportunities to get their message across, Gillespie added.

"The key is to get the right information to the right people," Axelrod said.

Axelrod and Gillespie agreed that as important as targeted, local political advertising is, national advertising will still command the lion's share of advertising dollars.

"Most of the independent voters and interested primarily in the large issues and there are only so many hours in the day," Gillespie explained.

Yet when it comes down to targeting local audience, cable is a very effective means of doing so, Axelrod said. "But the challenge is in today's world, every day is election day."

Therefore, people are reacting quickly to even small issues, rather than taking more time to analyze them, according to Axelrod. As part of this, people tend to watch those political-news broadcasts that agree with their own opinions rather than watching both sides of a discussion. Axelrod pointed out that President Obama has recommended that people watch not only MSNBC (which leans to the left politically), but also Fox (which leans to the right).

## SUCCESS STORY

CONTINUED FROM P. 1

"Technology powers so much of what's great about America," said Genachowski. "Broadband and high-speed internet are a central platform for innovation, addressing hard national challenges like education, health care, public safety and civic engagement. It's an absolute priority of mine to focus the agency on the opportunity and challenges of broadband."

Genachowski pointed out that in terms of access to

broadband cable and internet, and development of infrastructure that makes the technology possible, the United States is leading the way; he stated that broadband cable infrastructure currently reaches about 93 percent of the country.

"The cable industry is one of the great American success stories," he said. "There's an extraordinary innovative culture we're seeing on both wired and wireless platforms—but of course, we've got some challenges ahead of us."

**at deadline**

CONTINUED FROM P. 1

Show live in August. The network will produce for TV the popular nationally syndicated radio program featuring CBS Sports' Tim Brando, which also airs on Sporting News Radio.

Amdocs, a provider of customer experience systems, has introduced its Amdocs Multi-Play Smart Pack solution to strengthen customer support capabilities, improve operational efficiencies and allow greater flexibility for mid-tier and independent cable TV operators.

Younger viewers are leading the charge in embracing new devices for movie watching, according to findings from a national survey of online video viewers released by Epix, a premium entertainment channel, video-on-demand and online service. Specifically, viewers in the 25-34 age range are significantly more likely to use video-capable iPods (24 percent), iPads and tablet computers (21 percent), smartphones (21 percent) and netbooks (15 percent) to watch movies than viewers in the 35-64 age demographic, demonstrating that demand for content on mobile electronic devices is real and an integral part of the next generation's viewing behavior.