



Win a Free iPad from TBN at Booth #2001

See A Demonstration of TBN's 10 Networks on the iPad. TBN HD Now Available Across America FREE to Affiliates.

EXTRA[®]

SHOW DAILY

NCTA • LOS ANGELES

THURSDAY, MAY 13, 2010

FUELING CABLE'S FUTURE

BY ALLAN T. DUFFIN

Pending regulation, uncertain stocks, low subscriber numbers, high subscription prices—all fiery issues that cause major headaches for cable companies. A panel of top experts took a hard look at financials during the Wednesday plenary session, “Bulls vs. Bears: Assessing Cable’s Investment Profile.”

Moderator Michael Angelakis, CFO of Comcast, dived right into a topic weighing heavily on everyone’s mind:

SEE FUTURE, P. 12



PHOTOS BY PETER KELLY/PK IMAGES

On top of their cable game, industry experts tackled a variety of issues at Wednesday’s general session. Among the media moguls were, from left: Jeffrey Bewkes, chairman and CEO, Time Warner; Leslie Moonves, president and CEO, CBS; and Tom Rothman, chairman and co-CEO, Fox Filmed Entertainment

KEEPING UP WITH CONTENT

BY ALLAN T. DUFFIN

With technology developing at a constantly increasing pace, how will the industry adapt to the concept of accessing content anytime and anywhere? Six industry superstars tackled that question during Wednesday’s general session, “Media Everywhere: Implications of the Always-On Network.”

Hosted by former FCC chairman Michael Powell, who is currently senior advisor at Providence Equity Partners,

SEE CONTENT, P. 12

PITCHING YOUTHFUL BUYERS

BY GARY MCKECHNIE

Five CEOs, COOs and VPs well-versed in marketing and advertising agree: The landscape of traditional TV advertising is collapsing. But all is not lost. Members of the millennial generation are receptive to—and actually expect to hear—sales pitches for merchandise they have searched for online.

So for traditional advertising agencies and their clients,

SEE YOUTHFUL, P. 12

ENVELOPES, PLEASE: INDUSTRY VANGUARDS HONORED TODAY

BY THOMAS MILLS

During a recent appearance on *The Charlie Rose Show*, Bonnie Hammer, who is this year’s female recipient of the Distinguished Vanguard Award for Leadership, recounted a story about a former boss who upon hearing that Hammer was leaving her job to join the cable industry commented, “Why are you going there? There’s no future in it.”

Clearly, the boss wasn’t much of a soothsayer.

Today’s cable industry, a far cry from those lean, formative days, is the place for innovation in TV and telecommunications, and the annual

Vanguard Awards recognizes individuals who have demonstrated the extraordinary leadership needed to keep that evolution moving forward.

Here are this year’s honorees, who will receive their award at a luncheon today.

As is the custom, there are two recipients of this year’s Distinguished Vanguard Award for Leadership—one male and one female. Cable veterans Hammer, president of NBCU Cable Entertainment and Universal Cable Productions, and James Dolan, president and CEO of Cablevision, will be feted. USA Network, one of the top producers under Hammer’s watch,

SEE VANGUARDS, P. 4



at deadline

TiVo and RCN announced Wednesday at The Cable Show that the TiVo Premiere DVR’s New York City launch will be in June. The TiVo Premiere DVR, which debuted in Washington, D.C., last week, trumps other DVRs by allowing users to download and stream movies; access songs, photos and home movies from a personal computer; and search and record programs. (See page 4 for an interview with TiVo president Tom Rogers.)

SEE AT DEADLINE, P. 12



Monty Roberts, who is known as the Man Who Listens to Horses, signed autographs at the HRTV booth yesterday

FLOOR FUN & CELEBRITY WATCH



Jim Cramer, host of *Mad Money* on CNBC, talked to attendees at the NBC Networks exhibit yesterday

THURSDAY

9:30 A.M. - 4 P.M.

Rainbow Media is hosting its popular beverage bar where attendees will be treated to an array of libations, including wine, beer and soft drinks.

Booth 1339

10 A.M. - NOON

Ever wonder what you'd look like behind bars? Now you can find out—without any of the legal red tape involved. TruTV



JEK Associates' David Read and Jean Kestner consider the beverage choices offered by bartender Rocky Myers at the Rainbow Media exhibit

allows attendees to have their picture taken in the slammer thanks to a green screen and

then have it printed out. You can show your family how you spent your time in L.A.

Booth 1023

10 A.M. - NOON

Outdoor Channel is featuring *Savage Wild* host Manny Puig, who will be on hand to sign autographs. Known for his daring adventures, Puig works with dangerous animals in the wild. Outdoor Channel is also hosting *Savage Sweets*, where attendees can sample an array of popsicles.

Booth 2013

10 A.M. - 4 P.M.

Last chance to kick and score at GoTV and see soccer pro Javier Subirana do his fancy footwork.

Booth 2439

10 - 11 A.M.

Comcast Networks is hosting an autograph meet and greet with former *Baywatch* star Nicole Eggert. **Booth 1821**

10 A.M. - 4 P.M.

Fox hosts a coffee bar

complete with large screen TV. **Booth 1639**

10:30 - 11:30 A.M.

American Idols' Kara DioGuardi is at FOX Networks, but please don't sing for her.

Booth 1639

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

Peter Mensah, Nick E. Tarabay and Lesley-Ann Brandt from Starz's *Spartacus: Blood and Sand* will be signing autographs.

Booth 2639

10:30 - 11:30 A.M.

Fox Networks is sponsoring an autograph meet and greet with anchor Jenna Lee from *Fox Business News*. **Booth 1639**



Starz's Nick Tarabay at 10:30 A.M.



At RFD TV Wednesday, the colorful music Indian band Brulé



PUBLISHER
SANDRA DRIGGIN

EDITOR
SHARON DONOVAN

ART DIRECTOR
BILL KNIGHT

ASSISTANT ART DIRECTOR
MIKE STRONG

CONTRIBUTING EDITORS
KATE BACON, DAN BERTHIAUME

COPY EDITOR
SHERI GORDON

REPORTERS
ALLAN DUFFIN
GARY McKECHNIE
THOMAS MILLS, RUTH PRINS

PHOTOGRAPHERS
ANDREW FAULK, NEIL JACOBS
LEWIS JACOBS
PETE KELLY, PK IMAGES
MICHAEL TWEED

PRODUCTION MANAGER
DEAN DECKER

EXECUTIVE DIRECTOR
ADVERTISING SALES

DEBBIE PREVITTI, 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
©2010 All Rights Reserved

EXTRA EXTRA publishes show dailies at CTAM, PROMAX and NATPE, in addition to The Cable Show.

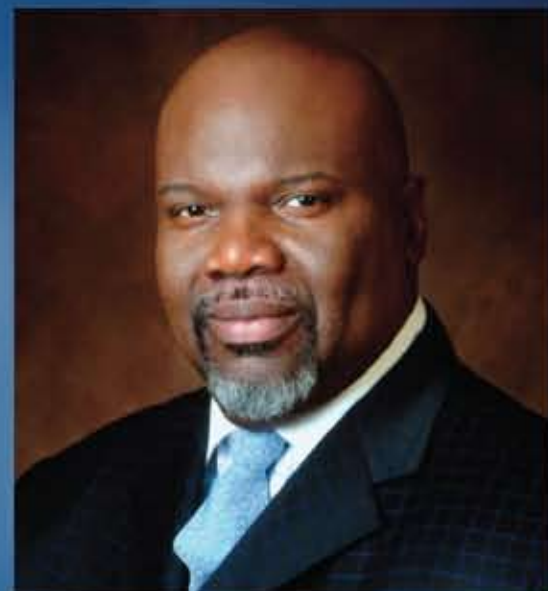
Email news and announcements to Sharon Donovan at extraextrashowdaily@gmail.com.

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

20 Years and Growing!



Gaither Gospel Hour



TD Jakes



Gospel Music Southern Style



Joyce Meyer



Visit us at booth ES-22
inspnets.com

EXTRA EXTRA: How do you feel the next 30 years will compare to the last 30 for the cable industry?

ROGERS: For the last 30 years cable has meant choice, and more choices than people could get anywhere else. Now we are at a critical point for the cable industry. Will it continue to stand for more choice, or are others going to leapfrog it and become the great providers for the ultimate choice on the television? TiVo's role is to try to preserve for cable the mantle of being the top providers of choice and to do it in a way that frames it elegantly and simply and easily for the consumer.

EE: How is your organization positioning itself to capitalize on the most popular technological and/or programming trends?

ROGERS: We are trying to define the future consumer experience of watching television. Watching is very simple: Get anything you want, whenever you want it, straight to your television all with the ease of your remote control. TiVo invented the digital video recorder, which was a landmark in providing consumers with what they want, when they wanted it, and we are extending that notion through broadband so that you can go from recording channels as a way to create that choice, to get truly anything out there straight to your television set. We've been championing broadband through your TV through the TiVo experience for the last few years and we have now come forward with the latest and greatest TiVo experience. TiVo Premier is about fully taking the cable box, the digital video recorder, and adding that to a music box, a web box, and a movie box and putting those five things together into one box.

EE: What, if any, obstacles or dangers do

5 Minutes with...

Tom Rogers

President and CEO
TiVo



TUNING INTO CHOICE

Tom Rogers, president and CEO of TiVo, has participated in some of the most amazing leaps in TV delivery and content. Among his many accomplishments, Rogers founded CNBC and MSNBC. He has served as co-chairman of the A&E and History channels, was chairman and CEO of Primedia, president of NBC Cable, and executive VP and chief strategist of NBC. He shared his perspectives on TV, cable, content, delivery systems and the future with EXTRA EXTRA. — Gary McKechnie

you foresee impeding the growth of the cable industry or video on demand?

ROGERS: The big impediment is the speed at which cable is moving to capture this position of being the ultimate providers of choice. Cable for a long time has been the key video provider in the U.S. and it's the largest seller of broadband connections in the United States. It packages the video and broadband together at attractive pricing for the consumer—but what it hasn't done is bring video and broadband together into a single consumer experience that takes advantage of this infinite world that can be brought to the television set.

EE: If you were a typical cable consumer,

what three features would you expect providers to offer?

ROGERS: I expect my cable provider to offer best of breed. In most cases they don't offer a best of breed user interface/guide/search experience. In most cases they don't offer the best of breed level of video choice for the television set. In most cases they don't offer best of breed simplicity and ease when it comes to DVR and set top functionalities coupled with feature richness that allows you to do things like being out and sending a message from your cell phone to your set-top that you want something recorded.

EE: For those in the industry who would like to be where you are, what advice can

you offer to achieve success?

ROGERS: I think that the best way to make a contribution is to think about transformative opportunities and relationships and figure out which ones you feel passionate about and drive them forward.

EE: Whether it's the story, the characters, the delivery system, or something else, what do you believe is the most important feature of television or online entertainment?

ROGERS: What it boils right down to is this: Television is about TV. It isn't about computer screens; it's not about broadband connections. It's about being able to have what you want to watch be available when you want to watch it. It's really about the ultimate choice and the viewer being able to control what they see and when.

EE: What programs did you watch when you were growing up?

ROGERS: Not only did I watch *Howdy Doody*, but I was once in the peanut gallery on live television at *Howdy Doody*. And one of my great recollections as a kid was how there was never anything good on, and even with 200 cable channels how many people would say "200 channels and nothing good on." TiVo solves for that.

EE: What do you watch today?

ROGERS: Given my founder role at CNBC and MSNBC, I am forever a cable news junkie and I TiVo the hell out of all cable news shows and power through them to make sure I never spend more than 10 minutes on any given show.

EE: Complete the sentence: If I didn't have to go to work tomorrow, I'd...

ROGERS: ...Probably work from home.

INDUSTRY VANGUARDS HONORED

CONTINUED FROM P. 1

consistently draws the biggest numbers in prime-time cable. Dolan exercises a deep reach into cable TV, professional sports teams, arenas (Madison Square Garden) and live performance venues.

Cathy Avgiris will receive the Vanguard Award for Cable Operations Management. The Comcast Cable senior VP and general manager of communications and data services is known for superior management skills and mentoring women in the field.

As president and CEO of Rainbow Media Holdings, Josh Sapan, this year's recipient of the Vanguard Award for Programmers, can boast about some of the most highly regarded cable

shows, including *Mad Men* on AMC.

Marwan Fawaz's Vanguard award recognizes the Charter Communications executive VP and chief technology officer's mastery of bandwidth in expanding the company's VOD library and supporting its launch of switched digital video.

The Vanguard Award for Government and Community Relations will be presented to Sandy Wilson, VP of public policy and regulatory affairs at Cox Enterprises. Wilson was selected because she promotes a positive public image for the cable industry.

The honoree of today's Vanguard Award for Marketing is David Zagin, A&E

Television Networks' executive VP of distribution. Zagin oversees all affiliate sales and distribution for AETN's 10 U.S. cable networks.

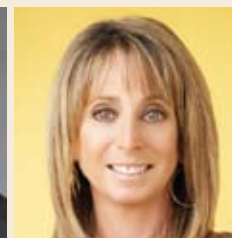
The Associates & Affiliates Vanguard Award goes to Howard Symons, a partner at law giant Mintz, Levin, Cohn, Ferris & Popeo, where he has proven to be a valuable asset to the entire telecommunications industry.

Peter Stern, the recipient of the Vanguard Award for Young Leadership, is executive VP and chief strategy officer at Time Warner Cable, and is being honored for his forward-thinking approach to his company's success and his participation in several CableLabs initiatives.

2010 VANGUARD HONOREES



DOLAN



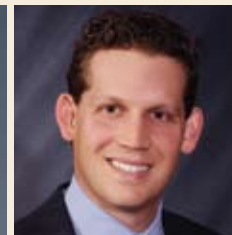
HAMMER



SYMONS



WILSON



STERN



AVGIRIS



SAPAN



ZAGIN



FAWAZ

SHOWBIZ

THE WIDE VARIETY of technical advances in cable delivery is being matched by the wide variety of programming choices available to users. From Olympic sports to Olympic sport controversy, from new networks where animals rule to letting the viewer rule on what your house will be like, the show biz side of cable is offering it all. And it's easier than ever to enjoy, thanks to high def. —Kate Bacon



IFC's Will Arnett and David Cross

Britain is where IFC's (BOOTH 1339) original new series *The Increasingly Poor Decisions of Todd Margaret* is being shot. Starring David Cross and Will Arnett, the series reunites the two actors who worked together on *Arrested Development*, which IFC also airs. The new show is created and written by Cross, who plays a corporate nobody and pathological liar who unexpectedly finds himself running his company's London office. There are six half-hour episodes on order, with the premiere set to air Oct. 1.



Sundance's Johnny Weir

What is controversial and iconoclastic figure skater Johnny Weir up to? **Sundance Channel** (BOOTH 1339) has a special set for June 27 that uncovers the story behind Weir's shocking shutout in his search for an Olympic medal in Vancouver. The hour-long special is part of the original docu-series *Be Good Johnny Weir*, which follows the skater as he weighs his options and considers his future.



Nat Geo Wild's offering discounts to zoos

Supporting localism by offering cable users discounts at zoos, aquariums and state parks is all part of **Nat Geo WILD** (BOOTH 1639) channel marketing, intended as a key differentiator for cable operators competing in major markets. The incentive-based program encourages affiliates in the top 25 markets to run Nat Geo WILD spots that highlight the consumer offer, while creating awareness for the new channel and its position on their lineup. Affiliates can sign up until June 30; spots will run during a four-week window before Sept. 30.

It's a hot summer for **Qubo Channel** (BOOTH 727), part of ION Media Networks. Qubo will launch 12 animated and live-action series over the summer and into the fall. The shows include the return of the much beloved *Magic School Bus* series from Scholastic and the U.S. premiere of the animated series *Vitaminix*, a series of shorts encouraging good eating habits for kids. Other titles on the Qubo schedule are the U.S. premieres of *The Mysteries of Alfred Hedgehog*, *Willa's Wild Life*, *Sheldon*, *Pearlie* and *Mighty Machines*, plus new episodes of the returning series *Turbo Dogs*.

Would you turn the design of your home over to strangers sitting in front of their computers, leaving you no say in their choices at all? That's exactly what will happen on **DIY Network's** (BOOTH ES-9) *Run My Renovation*, debuting Aug. 19. Hosted by carpenter Joannie Dodds and licensed contractor John DeSilvia, the program gives viewers the chance to be armchair renovators. It's definitely

design by democracy as well as truly interactive TV.

Travel Channel (BOOTH ES-9) is now officially part of the uber powerful



Travel Channel's Dhani Jones

Scripps Networks (BOOTH ES-9), with affiliate sales and marketing duties being handled by the Knoxville, TN-based network. Along with new business practices, Travel Channel has a new goal—expand high-definition distribution. “Travel programming is ideal for viewing in high-definition, which can take viewers deeper into the travel experience than ever before,” says Lynne Costantini, executive VP, affiliate sales and marketing, for Scripps Networks. “Having Travel Channel available in high-definition is a boon for affiliates looking to drive sales of HD packages and increase customer loyalty.”

Universal Sports (BOOTH 1617), the Olympic Games-related sports network, has added Boston to its list of key markets, which includes Atlanta, Detroit, Denver, Tampa, Orlando, Houston, Seattle and Miami. Beginning in early June, New Englanders can find Universal Sports on Comcast's Digital Basic Service (channel 288) and other local Boston cable systems. Some key events this summer are the IAAF Diamond League series, the entire FIVB Beach Volleyball Grand Prix season, the U.S. Swimming National Championships, the U.S. Gymnastics National Championships and the Vuelta a Espana.



SyFy has acquired the rights to *Randall and Hopkirk (Deceased)*

SyFy (BOOTH 1617) has acquired the rights to the classic British detective series *Randall and Hopkirk (Deceased)* from ITV Studios. The series is set for a remake by executive producer Howard Braunstein of Jaffe/Braunstein Entertainment. The original *Randall and Hopkirk (Deceased)* was a British detective series that ran in the late 1960s and early 1970s in which Hopkirk (Kenneth Cope) was murdered in the line of duty. He returned as a ghost, visible only to his former partner, Randall (Mike Pratt), and assisted him in crime fighting from beyond the grave. *Scrubs*' Josh Bycel and *American Dad*'s Jonathan Fener are onboard as writers.

can't miss events from NATPE



Real Tools
Real Access
Real Pitches
For Real Producers

LATV FEST IS...

The premier summer conference bringing multiplatform video content producers, creative executives and tech & new media providers together to share solutions for adapting and succeeding in the media landscape.

LATV FEST INCLUDES...

- Pitch Pit with 50+ top level broadcast, cable, digital and studio development execs and agents
- NATPE Next TV Competition celebrating web video content
- Industry panels, workshops, pitch clinics and mentor round robins
- Opening night party
- Innovator Awards reception

Get all the information you need at
www.LATVfest.net

Monday - Thursday, July 12-15, 2010
Hyatt Regency Century Plaza Hotel, Century City

NATPE ®
Content • Commerce • Connections

In its 48th year NATPE, The Global Content Marketplace, has a new home in Miami!

The annual market and conference for everyone in the industry.

NATPE MARKET & CONFERENCE

- 5,000+ top media execs from 65 countries
- 200+ globally recognized exhibiting companies
- 1,500+ content buyers and acquisition execs
- 250+ industry leaders as speakers, panelists and keynotes
- 50+ sessions, chats, panels, workshops
- Networking events and more...

Get all the information you need at
www.NATPEmarket.com

NATPE ®
11 MARKET & CONFERENCE
MONDAY – WEDNESDAY
1.24.11 – 1.26.11
Fontainebleau Resort
Miami Beach • Florida

Aurora Networks (CABLENET) has released a detailed look at how operators can leverage their existing networks to capture the surging demand for bandwidth-intensive commercial services, detailing technology strategies cable operators can use to quickly and cost-effectively enhance and expand their networks to deliver robust, reliable and affordable commercial offerings.



DALHQUIST

The study, a white paper titled "SMB Service Revolution Portends Big Gains for Fiber-Equipped Cable Operators," also outlines opportunities available to cable operators as they grow their commercial services portfolio. John Dalhquist, VP of marketing for Aurora, will be on hand for details.

Maxxian (CABLENET) is bringing CounterStryx Audit for cable modems to the show. Designed to identify units



Cox Trio

operating on cable operators' networks that are disabled or unknown to the operators' billing systems, the Audit applies many of the same techniques used in Maxxian's set-top audits, using data from billing, provisioning and network components, with temporal analysis to eliminate false positives that are due to transient problems. Maxxian has helped

TECHBYTES

Leveraging the basics to enhance revenue and enlarge the customer base is just one of the results that this year's technology promises to bring about. With machines doing the work that once took many man hours, cable operators can now pinpoint lost cable boxes that used to be a financial drain. Putting marketing messages in places where they could never go before is what another technological service is doing. All the while, the goals driving the tech scene remain the same: fewer buttons to push and happier customers who can do more in less time. — Kate Bacon

service providers of all sizes manage and control more than 5 million set-tops, turning tens of thousands of unauthorized set-tops to paying accounts.

Cox Communications (ES-5) is demoing Advanced TV Plus Package, available with Cox Advanced TV.

Debuting in select markets, it will be available throughout the Cox network by year-end. The crown jewel of the Plus Package subscription is access to Cox's innovative Trio program guide, designed by Cox in partnership with Frog Design and implemented by **NDS (ES-5)**. The Trio guide features panels on a single screen to make content browsing easier, more informative and intuitive. Panel one lists channels vertically in numerical order; panel two shows programs on the selected channel; and panel three gives a detailed description of the program selected in the middle pane.

Arris (BOOTH 639) and **Clearleap (ES-20)** are teaming up, integrating the Arris ConvergeMedia On Demand Content Management and Distribution system with Clearleap's web-based content and workflow management suite to deploy an integrated content management solution for VOD and advertising services. The Arris ConvergeMedia Platform VOD and Advanced Advertising Delivery Manager (ADM) are dynamic end-to-end VOD advertising solutions that enable operators, advertisers and content providers to target and reach audiences dynamically via day part, geography, profile and other broadcast or on-demand metadata. These solutions are designed to make TV advertising more relevant, account-



Arris Portal

PVI Virtual Media Services (ES-75) uses technology to put ads behind home plate for baseball and on the glass for hockey. PVI is expanding with two new services. The first, BrandVU Virtual Product Integration (VPI), allows networks to integrate products directly into a show using "fast forward proof" technology that automatically inserts artwork into the broadcast stream in real time, with no personnel required. In addition, the products can be changed for subsequent airings of the show. BrandVU Interactive uses a scaled video window allowing viewers to watch their show while interacting with a wide variety of options.

able and dynamic, and to revolutionize traditional ad insertion technologies to increase revenue-generating advertising services.

Motorola (BOOTH 1321) is demonstrating 300 Mbps of ultra-broadband downstream service at its booth and at the CableNET Pavilion. This demonstration combines the industry's highest density downstream solution--the Motorola BSR 64000 CMTS--with the market leading SBG6580 SURFboard DOCSIS 3.0 wireless cable modem gateway to demonstrate 300 Mbps of throughput in the downstream. With Motorola's systems expertise and portfolio of video systems and broadband solutions, operators can quickly determine the most economic architecture to meet their high-value subscribers' evolving RF and IP service requirement needs.

Related Content Database, aka RCDb (CABLENET), and Gracenote are collaborating to synchronize Gracenote's global movie, television and music data with RCDb's time-based metadata database. Viewers can explore scene-based actor and soundtrack information during video-on-demand playback and purchase a related CD or digital download via existing e-commerce channels. The demo will show the experience possible using the existing coax cable already in consumers' homes.

Nortel (BOOTH 711) CVAS unveiled a centralized SIP engine capability for its state-of-the art Communication Server 2000 (CS 2000) carrier VoIP and multimedia softswitch and Adaptive Application Engine. The new centralized SIP engine capability allows service providers to deliver advanced SIP services and applications to subscribers, including services such as unified communications (UC), web-based UC collaboration, video and multimedia conferencing, and hosted call center, using one Adaptive



Application Engine. Competitive standalone application servers can serve only SIP subscribers without support for legacy lines/trunks or services interworking, resulting in isolated service islands with re-

duced capabilities and requiring significant network integration costs. The new capability can be deployed at a single CS 2000 node to extend SIP services to additional CS 2000 nodes in a service provider's network. This helps lower total operational cost for the carrier because it eliminates the need for costly back-office integration required by competitive overlay solutions. The capability also offers full interworking with legacy lines, which means that any SIP device can seamlessly interwork with legacy services.