

CableFAX Daily™

Tuesday — June 15, 2010

What the Industry Reads First

Volume 21 / No. SPECIAL

Kudos!

As we complete our sophomore year of **CableFAX's** Sales Executive of the Year awards program, we find ourselves yet again amazed by the sales talent that continues to fuel the cable engine. With more economic stability has come hope that the worst malaise is behind us. But smart sales execs know that innovation is a must in any economy. And whether it's affiliate sales professionals devising new ways to serve clients or ad sales execs thinking outside the box to give brands the best bang for their increasingly demanding bucks, the cable industry continues to attract the best and brightest. Congratulations to all of this year's winners and honorable mentions. You're all amazing. Kudos!

Affiliate Salesperson of the Year VP and Above, Large Networks

Winner

Friday Abernathy - VP, Content Distribution, MTVN
Few would disagree that Comcast can be a tough cookie when it comes to content negotiations, so Abernathy's role as the main MTVN point person for the largest MSO carries much responsibility (and we're guessing a good amount of stress). But Abernathy, who has worked her way up the MTVN ladder for 12 years, seems to welcome the maelstrom. She really stepped up in '09, working 90-hour weeks and even spending 10 hours in the office on Christmas Day as the clock ticked down on an expiring Comcast contract. In the end, she helped the hard-working MTVN affiliate team get the deal done. "[Abernathy] can be relentless with what she sees as her responsibility," says Melody Tan, MTVN's svp, content distribution. We believe it.

Honorable Mentions

Bradley Fleisher - SVP, TV Networks Distribution, NBCU
Fleisher oversees the account team that negotiates with Time Warner Cable and Cox, and in 2010 led the project team tasked with online authentication for the Olympics. The 14-month effort gave some 95% of multichannel households access to 1000 hours of coverage online.

Peter Ruben – EVP, Affiliate Relations, HSN

It's all about the experience. That's why in '09 Ruben spearheaded HSN HD and Shop by Remote, HSN's in-

teractive shopping app, deepening viewers' connections to the 32-year-old multichannel retailer.

Brent Scott - VP, National Accts, Scripps Networks

Scott is the lifestyle guy at Scripps, with oversight of HGTV, Food, DIY, FLN and Great American Country. By all accounts, he rocks it daily, working on major parts of renewals with big MSOs. "He is a leader that motivates and inspires the team," says Scripps evp Lynn Costantini.

Affiliate Salesperson of the Year VP and Above, Emerging and Mid-Size Nets

Winner

Randy Brown - EVP, Affil Sales & Mktg, Outdoor Channel
Everybody knows Randy Brown, and that's for good reason: This guy seems to be everywhere, combining a friendly demeanor with keen industry knowledge and negotiating prowess. But in '09, he really stepped up in a tough economy, generating 4.9mln new SD subs against a goal of 2mln and adding 2.5mln new HD subs—all as an indie net and without leveraging other properties like larger nets. In addition, Brown's multiplatform consumer campaigns "Spring Fever" and "Gear Up and Go!" exceeded goals by 33%. With a recent syndication deal with Spain and pending deals in Europe and Asia, Brown has his sites on the international market this year. We expect he'll have new milestones to share in '11.

Honorable Mentions

Marcello Coltro

SVP, Sales/CMO, MGM Networks Latin America

Coltro's responsibilities range from Latin America to Portugal and even African countries' Portuguese- and Hispanic-speaking populations. His work on reality shows "In Search" and "New Diva" in Venezuela has been stellar, and he continues to be a key force behind MGMHD's Latin America efforts.

Michelle Rice - EVP, Affiliate Sales & Marketing, TV One

Rice's persistence and savvy allowed TV One to add some 1.3mln subs in '09—and nearly all of those households were in markets with relatively low African-American penetration such as Phoenix; Bakersfield, CA; Syracuse; and Green Bay, WI. Rice is impressive. And getting more so every year.

**This is an easy sell:
You're all amazing.**

NBC Universal congratulates all of this year's CableFAX Sales Executive of the Year honorees, including our own Henry Ahn, Elizabeth Asencio, Lee Crain and Bradley Fleisher.



BRAVO • CHILLER • CNBC • CNBC WORLD • MSNBC • MUN2 • NBC UNIVERSAL ON DEMAND
OLYMPICS • OXYGEN • SLEUTH • SYFY • TELEMUNDO • UNIVERSAL HD • USA

Affiliate Salesperson of the Year Below VP, Large Networks

Winner

Tim Darcy - Director, Content Dist and Mktg, MTVN

A consummate dealmaker, Darcy creates strategies to secure and strengthen linear and non-linear distribution for MTV Networks. One of his key achievements in the past year was his creative deal to renew carriage of 20+ MTV Network services, including EPIX, VOD and HD content, with NCTC, the 1100-member group representing independent cable operators throughout the country. Tim sacrificed more than a few weekends and holidays to consummate that deal. He also played a key role in renewing a deal with China to continue MTV broadcasts in Guangdong, a province in southern China. Darcy is "an outstanding thinker," says Meg Lowe, an MTVN svp.

Honorable Mentions

Jeff Arthur - Senior Director, Content Distribution and Marketing, MTVN

Not only does Arthur and his team sell and negotiate all MTV Networks brands, they also have taken on larger roles in marketing, which Arthur sees as "changing the face of [cable] sales."

Holly Mauer

Director, Affiliate Sales, Hallmark Networks

Known for her passion, knowledge and extensive cable contacts, Mauer joined Hallmark last year from TV Guide Networks and has implemented strategies that have grown digital and HD distribution.

Lisa Barroso

Senior Director, Affiliate Sales, Hallmark Networks

One of WICT's Betsy Magness Rising Leaders in '08, Barroso indeed has risen many times throughout her

ten-year career at Hallmark, being elevated in '09 to Senior Director, where she's helped Hallmark nets secure distribution and gain favorable channel positions within 32 of the top 100 cable systems.

Affiliate Salesperson of the Year Below VP, Emerging and Mid-Size Networks

Winner

Tommy Bullough, Affiliate Sales Account Exec, RLTV

In sports there's always the concern over a sophomore slump. Our Rookie Salesperson of the Year in '09, Bullough scotched those notions by overseeing RLTV's rollout in every major Comcast market in the West this year. And talk about road tested, in addition to his west coast work, Bullough has added seven Midwest states to his territory, so finding him at home in Baltimore is a rarity. Still, his infectious enthusiasm and integrity keep him in our winner's circle.

Honorable Mention

Christi Benson, Director, Outdoor Channel

Benson is a key member of Outdoor's team, whose chief, Randy Brown, is this year's Affiliate Salesperson of the Year (Mid-size networks).

Salesperson of the Year VP and Above, National Cable Sales

Winners

Mark Gall

SVP, BBC America & BBC Digital Media Sales

Cable veteran Gall and BBC America subscribe to the adage that sometimes less is more. It's certainly worked for Gall, who says BBC America has the fewest ads among major cable networks but this "allow clients'

Applying Social Media to Customer Experience Management

CableFAX Webinar | Tuesday, June 22, 2010 | 1:30 – 3pm ET

This CEM webinar will provide expert guidance on how to best implement social media to advance customer care and customer experience. From big-picture issues and pitfalls just now materializing to the mechanics of which online customer care are working best, we will explore the nascent execution of these important tactics.

marketing messages to stand out.” Indeed, Gall’s team posted a 39% increase in ’08-09 and another 39% rise in ’09-10. National advertisers have recognized that BBC America, now in 67+ million homes, is strong at “delivering big numbers of affluent viewers with the highest income and education levels in national TV.” Gall came to BBC America in 2007 after stints at The Weather Channel, Discovery, CNN and WGN Superstation.

Cindy Kelly - SVP, National Advertising Sales, Hallmark Networks

You have to love positive reinforcement through branding. Kelly is the nationwide liaison for what Hallmark Networks calls its Sponsorship Solutions Unit, or the SSU. Among Cindy’s highlights is the Wal-Mart Family Moments campaign, which had the retailer sponsor family-friendly films on Hallmark Channel and Hallmark Movie Channel on a designated night during the upfront season and gave it exclusives on billboards and custom family vignettes as well as a custom open and close. Cindy and the Unit also brought in new clients Vtech, Canon and Farmers Insurance by offering shorter commercial pods to break through the clutter.

Honorable Mentions

Karen Grinthal, SVP, Ad Sales, Food Network

There was plenty of Food in the sluggish economy of 2009, with Grinthal and the ad sales team contributing to the network’s solid 4.4% rise in operating revenue with product integrations for Kimberly-Clark’s Viva and Kikkoman, as Alton Brown described the ancient art of soy sauce making.

Eric Johnson, EVP, Multimedia Sales, ESPN

We’re guessing Johnson has a large trophy case to house his and his team’s numerous honors, including being placed in the Mediaweek 50, min’s Multiplatform Sales Team of the Year (both in ’08) and ranking #1 on Beta Research’s listing of cable nets for its plans to increase ad spending and provide creative marketing opportunities.

Salesperson of the Year

VP and Above, Regional Ad Sales

Winner

Kelly Enright - Regional VP, Advertising Sales, Bresnan Communications

It’s unusual when an ad sales team thrives in a down economy. Kelly Enright and the 40-person Bresnan did just that, generating year over year increases at a time when many MSOs experienced 15-20% downturns. Besides spearheading VOD insertion trials with Arris and BlackArrow, Kelly’s team installed a new billing and tracking system from OpenTV enabling dynamic scheduling and better revenue maximization. All this and the team schedules and maintains more than 1m commercial spots per month.

Honorable Mention

Steve Litwer, SVP, Ad Sales, OnMedia (Mediacom)

It’s a tough ad-sales world out there, but Litwer, who leads all of Mediacom’s local ad-sales efforts in the U.S., makes it look easy. A cable veteran, Litwer has been with Mediacom since its inception. He even started a cable ad sales newsletter in the ’90s. We like that!

Salesperson of the Year

Below VP, National Cable Sales

Winner

Sal Talluto, ESPN

As an account exec with ESPN Multimedia Sales, Talluto doesn’t pop up on everyone’s radar. He should. His dedication has become well known throughout Bristol, and he continues to impress bosses by breaking new business with big names like General Mills—all while continuing to grow share with accounts including Toyota, Verizon and Denny’s among others. Never known to shy away from a challenge, Talluto has won a hard-earned reputation as a go-getter who persists in the face of pressure and always projects a steely determination no matter what the objective. He may not be “Below VP” for long.

Honorable Mention

Amy Goffin, AMC

We hear nothing but good things about Goffin, who is a rising star at AMC. Get to know her now before she takes over the world.

Brand Integration Team of the Year

Winner

Comcast Entertainment Group

When it comes to brand integration, the team over at Comcast Entertainment Group—led by Suzanne Kolb and Stephen Early—truly shines brightly. Whether it’s hooking up with “Girls Next Door” star Kendra Wilkinson Baskett to promote the eatery within Kendra’s E! show, custom interstitials with Subaru tied to hit Style show “Clean House” or creating a teched-out Scion xB Mobile Studio as part of G4’s “Attack of the Show,” this team is always looking for ways to integrate brands into the action. Interestingly, the diversity of shows and nets within CEG’s portfolio makes it easy to match the right brand to the right opportunity. And this team has proven its skill in doing that with, uh... style.

Honorable Mention

Food Network Viva Brand Integration

Who knew that a paper towel had so many uses beyond cleaning up spills? Thanks to this team led by Tara Sullivan, we learned all about the versatility of Viva through Food Net personality Sunny Anderson of “Cooking for Real” fame. Her on-air shorts were fun and informative. Nice.



CONGRATULATIONS TO ALL OF THE

CableFAX Honorees

INCLUDING OUR OWN

Affiliate Sales Person of the Year - **BRENT SCOTT**

Sales Team of the Year: Affiliate Sales and Marketing - **SCRIPPS NETWORKS**

Sales Team of the Year: National Cable Sales - **SCRIPPS NETWORKS**

Sales Person of the Year: Food Network - **KAREN GRINTHAL**

Brand Integration Team of the Year: Food Network - **VIVA BRAND INTEGRATION**

Most Creative Sales Pitch: Food Network - **UMAMI CAMPAIGN WITH KIKKOMAN**

We are proud of you and your success.



MGM Networks Latin America

Ad-customized reality shows “In Search” and “New Diva,” created by marketing head Marcello Coltro, have seen ratings increase nearly 3 fold since debuting in Venezuela in '09. Coltro is even Godfather to one of his client's sons.

RLTV Ad Sales Program Content Creation Team

RLTV's brand integration skills are impressive for an emerging net. One example: It worked with pharma co Sanofi-Aventis to present a “Healthline” special report on atrial fibrillation—all without even mentioning the product's name.

Launch Team of the Year (HD Nets)**Winner****HSN for HSN HD**

Like many cable networks, independent net HSN wanted to improve its viewers' experience. So in August 2009 it allowed shoppers to see products in HD with the launch of HSN HD. Spearheaded in part by Affiliate Relations chief Peter Ruben, the new network necessitated the creation of an all-native tech infrastructure that reached nearly all aspects of HSN's production. Thanks to the team at HSN, the network's HD feed reaches more than 6mln households. And its HD feed reaches not only TV screens but online and mobile platforms.

Honorable Mention**MGM Networks Latin America for MGMHD**

It was all in a day's work to launch MGMHD, the first true HD basic movie channel in Latin America, on SKY in Brazil. OK, it was more than a day's work.

Most Creative Sales Pitch**National Cable Sales****Food Network, Umami Campaign with Kikkoman**

Soy sauce is soy sauce is soy sauce, right? Not to the creative team at Food Network, which built a multiplatform campaign around Kikkoman soy sauce and linked it to the hot foodie buzz word umami, a Japanese word that roughly translates to savory. Umami also is known as “the fifth taste” (of course you can name the other 4, right?). The umami campaign included a slew of appropriately savory recipes at foodnetwork.com, a contest whose winners got to dine at 3 restaurants owned by Food Network personalities, umami-themed episodes of “Next Iron Chef” and “Good Eats,” where the inimitable Alton Brown explained the ancient art of soy sauce making.

ESPN and Windows Phone

This entry, which created a social Web site for sports fans to show users of non-smart phones what could be done with smart phones, also was the winner of our Most Creative Program Sold to Client.

Hallmark Channels, Sponsorship Solutions Unit

No pitch per se here, but our judges were so impressed with the creation and branding of a group to work with advertisers so that they could find creative ways to partner with the Hallmark brand was worthy of mention. Well done.

Sales Team of the Year**National Cable Sales****Winners****ABC Family**

Under evp Laura Nathanson, ABC Family's sales team has zoomed to new heights and continues to innovate in ways that solidify its place as one of the premiere advertising venues on cable. Not only do its shows often hit the demographic sweet spot that advertisers love, but this team simply refuses to coast on its strong brand and critically acclaimed content. Instead, Nathanson (also one of our Hall of Famers this year) focuses on the evolving landscape. In '09, the team developed the “Super Spot,” allowing advertisers to purchase inventory on linear and online platforms through one negotiation point. Now that ABC Family has bonafide hits on its hands such as “The Secret Life of the American Teenager” and “Greek,” there's no telling how far this team will take sales. We'll be watching.

Discovery

Always a solid team led by the ever-dapper and whip-smart Joe Abruzzese, Discovery's ad sales team continues to outperform on several fronts by leveraging its high-value content to serve advertisers across platforms. Especially amazing was Discovery's deft performance during perhaps the worst advertising recession in recent memory over the last couple of years. While others were down, Discovery managed to push through steady growth and keep bringing value to brands. Part of its secret is an intense focus on holistic selling across many platforms, allowing the team to customize packages that fit any client need. Its deals around the amazing “Life” series were just one example of how Discovery continues to innovate its way to success.

Honorable Mentions**ESPN**

Simply a top notch team, ESPN has been a leader on multiplatform selling. Furthermore, the sports-focused giant has managed to ably leverage its biggest asset—the live nature of sports—to combat ad-skipping by integrating the biggest brands right into its content.

Rainbow Media salutes the
CableFAX Sales Executives of the Year
for making cable's bottom line
their top priority

including our own

Hall of Fame Inductees

Bob Broussard

President, Rainbow Network Sales

Arlene Manos

President, National Advertising Sales
Rainbow Advertising Sales Corporation

National Cable Salesperson of the Year Finalist

Amy Goffin

Account Executive, AMC



Scripps Networks

Some of Scripps' innovative campaigns and placements around Food, HGTV and its other nets have been genius. And it continues to use the prevalent "how-to" nature of its content to feature brands and expertly marry the right advertiser to the right shows.

Sales Team of the Year

Affiliate Sales

Winner

TV One

Through hard work, persistence and just general moxy, the incredible affiliate sales team at TV One—ably led by the amazing Michelle Rice—has made enormous strides despite its indie pedigree. In a way, TV One's success is testament to the power of great people to make a difference even as it competes for carriage with much larger content competitors that can leverage multiple networks and retrans to get better deals. TV One does it alone. And what results! It hit 50mln subs in Mar and launched 1.3mln subs in '09, almost all of them in markets without big African-American populations. TV One HD has gone from 1mln subs at the start of '09 to more than 5.5mln today. And while selling wins the day, Rice and her team also focus intensely on serving affiliates' day-to-day needs, including local sponsorships and events. These folks spend a lot of time on the road. And it's that kind of dedication that often breeds success.

Honorable Mentions

Hallmark Channels

Get this: Despite a terrible economy in '09 and increasingly cost-conscious cable operators, Hallmark's excellent affiliate team managed to grow revenue nearly 14%. Meanwhile, launches of Hallmark Channel HD and Hallmark Movie Channel have been successful, as well as the team's many other endeavors, including public affairs initiatives like its "Watch With Me" campaign to stimulate family co-viewing.

NBC Universal

It's hard to find fault with NBCU's affiliate sales team, which while large must also manage an enormous slate of 16 networks as well as myriad multiplatform properties and initiatives (like the Olympics) that affect cable affiliates. For a well distributed entity like NBCU, negotiation skills and relationship management become the key assets, which NBCU affiliate head Bridget Baker and her team possess in droves.

Outdoor Channel

Led by the ever-resourceful Randy Brown, Outdoor Channel finds enormous success despite a small team and its independent nature. It still grew by nearly 5mln SD subs last year overall, and by 2.5mln HD subs in 6 top-20 markets. Constant collaboration and industry involvement (each salesperson serves on a state assn board or industry committee) only round out Outdoor's success.

Scripps Networks

Scripps affiliate sales head Lynn Costantini and her close-knit team faced a big challenge in '09: Renewing carriage with more than a half-dozen multichannel ops that represented more than half the distribution of Food and HGTV. Guess what? They nailed it, holding road shows to woo affiliates and even dispersing street teams to help promote shows locally. Let's hear it for Knoxville!

Out of the Box Categories

This year, we decided to recognize some "outside the box" outliers. So congrats to the winners in this special category!

Most Creative Program Sold to Client

ESPN and Windows Phone, Section 140

Despite the explosion of smartphones, holdouts exist. So during the most recent college football season, ESPN proposed Section 140 to Windows Phone as a way to reach non-smart phone owners. Section 140 was a Website that allowed consumers to join conversations with other fans during college football games using their PCs. In the virtual press box they could interact with ESPN analysts. With nearly 1mln comments from 800,000 fans logged last fall, Microsoft and ESPN felt Section 140 was a success.

The Relentless

Lee Crain

SVP, National Accounts, NBCU TV Networks Distribution

Crain oversees accounts including Charter, DirecTV and DISH, and recently secured long-term distribution with those key partners. Talk about relentless. Crain has jumped on everything from enhanced offerings related to the Olympics to the fight to secure HD carriage on capacity-starved platforms—all while finding time to graduate from Betsey Magness in '09. All told, her relentless nature touches some 37mln subs who now enjoy the NBCU nets for which she helps negotiate carriage.

The Renewer

Elizabeth Asencio

SVP, National Accounts, NBCU TV Networks Distribution

Like her colleague Lee Crain, Asencio is relentless in her pursuit of carriage. But she may very well be the ultimate renewer, with her hands all over negotiations to renew carriage with big fish like Verizon, AT&T, as well as Cablevision and Insight. And she's just as comfortable inking traditional carriage deals as negotiating complicated multiplatform agreements (are there any other kind these days?). Whether securing iTV offerings for AT&T or playing a pivotal role in Verizon's dynamic VOD ad trial, Asencio is always on the ball. Around the clock.

Congratulations

to **Hank Oster**, Comcast Spotlight honoree for the CableFAX Sales Executive of the Year Award!



Hank Oster
Sales Hall of Fame

Your commitment to excellence has made a big impression. Thank you for your leadership that continually allows Comcast Spotlight to place advertisers in the right place, at the right time with the right strategy to deliver the best results. Congratulations on all of your success!



On Air



Online



On Demand

comcast
SPOTLIGHT
Make a big impression.

THE SWEET SIXTEEN

Sweetness...

Once again, we offer our annual picks for the “Sweet Sixteen” list of brand and agency execs making a difference in cable. Know them. Love them. Call on them!

Mark Addicks

SVP/CMO, General Mills

General Mills is all over cable. And leading this company's diverse marketing juggernaut is Addicks, whose responsibilities include global brand building in everything from advertising to PR to design and packaging. Meanwhile, he runs big initiatives like Box Tops for Education and the Pillsbury Bake-Off Contest. At General Mills since 1988, *AdAge* named him one of the top 100 marketers in 1999, and one of the top 25 Power Brokers in both 2003 and 2004.

William Brower

Director of Advertising, Geico

We've heard about a wily ad man at Geico whose skin isn't green but whose ideas help bring in the green on a daily basis. Brower gets high marks for his willingness to take risks and shape campaigns that make sense for each demo. Case in point: Geico was the first brand to hook up with Rainbow startup Wedding Central in late 2009, committing not only to traditional 30-second spots across day parts but also customized vignettes targeted to newlyweds, who after all often must re-examine insurance options. Smart thinking, Bill. The lizard would be proud.

David Campanelli

VP, Director of National Television, Horizon Media

Campanelli's “win-win” approach to cable means matching the right brands with the right networks—all at the right time and on the right platforms. It's often a tough balance, especially with the number of advertising options out there. But Campanelli's relationships with cable nets have grown quite strong over his nearly decade tenure at Horizon. Furthermore, Campanelli was one of the first to amp up sports marketing in response to the DVR ad-skipping craze (ie, live sports events and DVRs don't mix well). He's not done yet. He's someone everyone should know.

Chris Dennehy

Group Media Director, Haworth Marketing & Media Co

We hear raves about Dennehy, who handles the Target account at Haworth and has championed cable as a way to, uh... target potential customers. Consider Target's partnership with Discovery's landmark 11-part natural history series “Life,” which likely will win a slew of awards. In addition Target's interest in educational outreach tracked well with Life, as Discovery Education made full-length episodes, clips and classroom resources available to educators. And thanks to Dennehy and Haworth, Target's brand and iconic

red-and-white logo will ride all of Life's successes.

Tim Ellis

VP, Marketing, Volkswagen of America

It's not hard to see why Ellis made Volkswagen a major sponsor of Discovery's 11-part “Life” series, which celebrates in scintillating HD the diversity of the Earth's 30 million animals and plants. As Ellis told *Leaders* magazine last summer, “We have to convince people we are the smart, intelligent choice... and have to prove that... by promoting our achievements such as having the Green Car of the Year.” Few cable series were more intelligent or greener than Life. And speaking of the Web, Life's extensive online activities fit well with Ellis' push to enhance Volkswagen's Web-based marketing presence.

Cheryl Green

SVP, Media Director, Mercury Media

Green is known as a savvy media buyer with keen negotiating skills and an eye toward out-of-the-box thinking. With a team of 20 and billings of more than \$100mln under her control, she champions cable. She launched the first direct response ad campaign with Discovery, helping Campaign Nuance to grow its “media efficiency ratio” by more than 8 fold. Her in-depth understanding of metric analysis via direct response marketing has helped her build a stellar reputation for Mercury's work.

Stephanie Kelly

Entertainment Media Manager, Sprint

Kelly has become a fast expert in leveraging the Sprint brand across platforms, and cable has been a big part of the strategy. Case in point: She spearheaded Sprint's 360-degree sponsorship with Bravo around the “Real Housewives” franchise, including a weekly online Webisode series. And while Sprint still spends more on broadcast, “in cable, we find a highly engaged audience,” she says, noting Sprint's brand integration push on Bravo's “Top Chef,” and “Top Chef Masters” (Sprint has sponsored the \$100K prize).

Anne Lund

Activation Associate, Media Director, Starcom

With clients ranging from Best Buy to Miller High Life to Crayola, Lund has the canny perspective to match the right brands with the right networks—and in the right way. And she's known as someone able to create unique and innovative campaigns that wow clients. That includes the cable arena where Lund was instrumental in securing a recent brand integration for Hallmark on Ovation. That campaign included a custom-branded episode of Ovation's “Designer People” series, including a Web-based contest in which artists could enter card designs.

THE SWEET SIXTEEN

Chris Perry

Director of Advertising, Hyundai

Hyundai has shifted more attention to cable lately, and Perry is in the middle of that dynamic, finding the best way to get maximum bang for the perennial buck. Whether it's buying a one-off ad on CNN right after a big news event or brand integration campaigns such as its comprehensive deal with USA Network's hit show "Burn Notice," Perry's on the case. "The way we look at [it], broadcast is the reach and cable is the frequency," he says. "Both are important, but the reach of broadcast is diminishing, and the reach of cable is expanding, so that just makes cable that much more important."

Brent Poer

SVP, MediaVest

Poer, who heads MediaVest's L.A. operation, oversees everything from client relations to product quality to planning/buying services. And he works with cable on several fronts, repping Comcast Entertainment Group's E!, G4 and Style nets and helping brands like Mattel and Public Storage shape their ad campaigns—often on cable platforms. One big claim to fame is his involvement in building MediaVest's connectivetissue, the agency's brand-in entertainment practice. It doesn't hurt that Poer's cable roots run deep: Before MediaVest, he worked for years at Lifetime.

Edgar Sandoval

GM, Marketing & Multicultural, Procter & Gamble

P&G has long initiated diverse marketing campaigns that speak to minority populations—not out of altruism but because it's incredibly good business. And Sandoval has been an internal champion of those efforts for years, ensuring that P&G puts a keen eye toward multicultural differences that increasingly shape the U.S. His longtime focus is the fast-growing Hispanic population where he has created numerous campaigns to move the needle considerably. With such a wide range of products under the P&G banner, the company is lucky to have Sandoval in its ranks.

Karen Soots

Director of Media Services, Outback

Outback's excellent attention to detail and astute protection of its brand has led to many memorable TV campaigns and integrations over the years. And much of that is the result of hard work by Soots. In fact, she even brought a chef to NYC and fed execs at 30 cable nets off its new menu—all to inspire them to come up with innovative ideas. Lifetime won that battle, conceiving the much-lauded "Live Adventurous, Love Adventurous" campaign and sweepstakes. "If you're the advertiser, you have to clearly say what you want and need, and take the time to project that to the networks," she says. Right on.

Mitch Spolan

VP of North American Field Sales, Yahoo!

Yahoo!'s online reach is legendary. And for networks willing to think holistically, Spolan's one of the best partners out there. He recently helped Discovery promote its fabulous "Life" series by devising a multi-faceted campaign that included everything from sponsorship of the NCAA scoreboard on Yahoo! Sports to videos of reptiles greeting users on their Yahoo! home pages. "We committed ourselves to pushing the limits for an integrated, customized package that would be as artistically stunning as the series itself," he says.

John Swigart

CMO, Esurance

Swigart has helped take a traditionally stuffy product (insurance) and turn it into something cool. Part of the strategy has revolved around those entertaining animated TV spots (they primarily appear on cable). But Swigart knows that cable offers unique opportunities to partner, such as his hook-up with IFC to sponsor its "Wake up to Bollywood" block late last year. And it's all about the content. "Cable has probably been more of a leader in developing that good content over the last few years, in my perspective," he says. "It's a little bit edgier, little bit more appealing. They have the flexibility to appeal to smaller, more targeted audiences."

David Tepper

Director, MediaCom

Don't confuse David Tepper with his namesake, billionaire and Appaloosa hedge fund chief David Tepper. Our David Tepper is a master of developing media strategies across multiple touch points for large clients and building out huge promotions. He controls more than \$200 million in advertising dollars and works with everything from packaged goods to toys to financial services. Despite many accomplishments and frequent press coverage, Tepper's role in getting Discover Financial Services to be a major supporter of Discovery's epic "Life" series secured his spot in the Sweet 16.

Brian Wieser

Global Director of Forecasting, Magna

Wieser makes it his business to know the media economy, its distribution platforms and the underlying technologies. Magna's reports on VOD and interactive advertising have been especially helpful to cable—and Wieser's fingerprints are all over them. Of course, Wieser is no iTV cheerleader, noting his opinion that cable has dragged its feet on iTV. "At the end of the day, ad departments are judged on their ability to generate cash flow," he says. "They are unwilling to sacrifice this goal, so we've seen baby steps when what is really necessary is to go bigger."

SALES HALL OF FAME

Our Famous Friends...

We have inducted another crop of amazing cable sales veterans into our Sales Hall of Fame. These are the people helping to drive sales growth despite economic uncertainty. It's a tough job, but someone has to do it. Know them. Love them. Thank them.

Henry Ahn

**EVP, TV Networks Distribution
NBCU**

It might be cable's version of urban legend, but the story goes that Henry Ahn was taking a business course taught by a young cable executive by the name of David Zaslav. The teacher was so impressed by the student that when the course was finished he offered Ahn a job at what was then a fledgling cable operation owned by NBC. Jump to the present and Zaslav's hunch about Henry Ahn arguably ranks with the many accomplishments he's achieved at NBCU and now Discovery, where he is President and CEO. So we've established that Henry's intellect and business sense are top notch—he was responsible for the gargantuan NBCU distribution during the Olympics in Beijing, for example, but the soft-spoken Ahn also is one of cable's most charitable executives. He serves on numerous boards and charitable endeavors.

Bob Broussard

**Pres, Rainbow Network Sales
Rainbow Media Holdings**

A lawyer by training, Broussard has spent more than 2 decades at Rainbow, beginning in the business affairs side of the house negotiating major transactions, including rights agreements with professional sports teams, affiliate agreements and acquisitions. But he's in our Hall of Fame for his work heading Rainbow's Network Sales team, which enjoys an excellent industry reputation. Want more? Bob also oversees multiplatform distribution and marketing of AMC, Sundance Channel, WE tv, IFC and IFC's VOD products. And with all those content properties under his wing, Broussard hasn't been shy about embracing new platforms and technology. In '09, for example, he jumped at the chance to participate in Comcast's authentication trial in an effort to exploit the new "TV Everywhere" world just now being explored by cable ops and programmers.

Patty Gilchrist

**SVP, National Sales
Comcast Network Sales**

Although we enjoyed her acting debut in the 300 parody video that her boss Dave Cassaro presented at last year's Sales Exec of the Year awards, Gilchrist tends to fly slightly below the radar despite her incredible work at Comcast Network Sales. Let's just say that we hear many great things about her dedication and leadership skills. Furthermore, she has helped Comcast's small but growing stable of networks (soon to be much larger in the wake of NBCU) gain a foothold on the national scene. She'll be an important post-merger asset for both Comcast and NBCU.

Arlene Manos

**President, National Advertising Sales
Rainbow Advertising Sales Corp**

Oh, the irony. A cable series about the seamier side of advertising, "Mad Men," helps propel Manos and her team at Rainbow to huge growth as the ad market nearly everywhere else falters in the sluggish economy. Right in thick of the recession Rainbow popped with an 18% jump in ad revenue in Q3. That figure only raised the cable veteran's high profile in the industry, as her intelligence, enthusiasm and embrace of interactive advertising were well known before Mad Men. Her affinity for high-tech advertising led to Rainbow's joining Canoe Ventures last May. In addition to AMC, Manos' portfolio includes WE tv and Wedding Central. Manos is a rare find because she has such a well-rounded knowledge base, combined with the energy and enthusiasm to put it all into action.

Laura Nathanson

EVP, Ad Sales, ABC Family

ABC Family won this year's Sales Team of the Year award for a reason: Laura Nathanson's leadership and ability to attract, cultivate and retain a stellar team of sales professionals. She has a few key advantages, including the fact that ABC Family hits the youth demo that advertisers always seek out. But there's more to it than that. Nathanson has managed to build a reputation as a smart manager who keeps her eye on the proverbial prize, which in this case is, of course, serving ad clients with innovation and creativity. As the industry ponders its future amid changing business models and technology, it's important to have big thinkers like Nathanson on the case, figuring out ways to serve the advertising side of the equation and drive new revenue.



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Hank Oster

SVP/GM

Comcast Spotlight

If it was possible for one name to be synonymous with the day-to-day trenches of cable ad sales, it just might be Hank Oster. As the GM of the largest MSO's local ad-sales team, Oster is a de facto leader for the entire industry as it moves to further leverage local ads. And now that Comcast has been pushing iTV and EBIF, along with its involvement in Canoe Ventures, Oster's star is rising because he's literally in the center of the storm for cable's interactive future. Much of that future will revolve around creating innovative options for local advertisers who want to better target and reach subscribers. Oster earned this honor through his many years at Comcast. But he'll keep earning it through Comcast's work in the coming years to supercharge the local ad-sales platform.

Ben Pyne

President, Global Distribution
Disney Media Networks

Baseball manager and icon Leo Durocher is reputed to have said in 1939, "Nice guys finish last." Durocher never met Ben Pyne. Without question Pyne is one of the true gentlemen in this or any other business. He's also one of the most successful. His territory? The planet—he oversees global distribution of feature films, TV series, kids programming, VOD and news documentaries for perhaps the most famous brand in the world. The Disney veteran's resume includes his being President of Affiliate Sales & Marketing at Disney & ESPN, where he helped another Hall of Famer, Sean Bratches, integrate the ESPN and ABC Cable Networks sales team. Sure, we like to talk business with this Princeton graduate, who also has an MBA from Harvard. Yet he's equally at home in the non-profit world, having managed the New Jersey Symphony in a former life. Managing a baseball team and managing an orchestra are two different things. But, we're sure, had Leo Durocher met Ben Pyne, he'd have re-thought his famous aphorism.

Bob Rose

EVP, Distribution
CBS College Sports

Journalists always find it a pleasure to talk with Bob Rose. While he rarely pitches stories to reporters, he's one of the best people in cable to speak with because

he's arguably one of the deepest thinkers in the business. The concepts he discusses and questions he poses often lead journalists to hurry back to their laptops to jot down story ideas. And his disciples abound. It's hard to find people in the Affiliate Sales departments in most cable networks who haven't worked with Bob and, more importantly, learned from him that doing good work in local communities is more than just good business. Oh, and if you want to talk sports, specifically anything having to do with sports in Cleveland, you'd be hard pressed to find a better raconteur than Bob. So, Bob, is LeBron staying or going?

Evan Sternschein

EVP, Advertising Sales
Discovery Communications

Sternschein may not be a household name, but make no mistake: He's an immensely powerful and vital part of Discovery's sales team, racking up \$1.4bn in national ad sales revenue under his leadership and most recently heading up the quite complicated task of integrating the TV and digital ad sales teams (Seriously, that's no small feat). Meanwhile, Sternschein and Discovery ad-sales chief Joe Abruzzese (a 2009 Sales Hall of Fame inductee) worked together to navigate the perilous ad environment in '09 and came out smiling as Discovery ended the year up 2%. That's amazing, considering the drop-off that other nets experienced during the same period. In the end, it's all about skillful management. And Sternschein brings that to the table and more for both Discovery's clients and its shareholders.

David Zagin

EVP, Distribution
AETN

Talk about dealing from a position of strength. A year ago consummate dealmaker Zagin's hand wasn't bad with A&E and History. Now he has an iconic women's network, Lifetime, and the 77mln subs of Lifetime Movie Network in his deck. This puts Zagin in the enviable position of overseeing affiliate sales revenue and distribution for 10 U.S. cable nets. More than that, he's AETN's point man on new media, broadband, interactivity, gaming, mobile and authentication. Oh, and then there's the international side of things, where AETN has jv's or licensing in 150 countries. Zagin tells us his aim is to work more closely with his international partners to import programming to the U.S. market.

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