

BROADCASTING & CABLE RELAUNCHES BROADCASTINGCABLE.COM

Broadcasting & Cable last week debuted its revamped site Broadcastingcable.com. The relaunched site has been rebuilt from the ground up, with an intuitive user interface for easier navigation, an enhanced infrastructure for improved search and abundant social media tools. The updated site also is designed to be easy to navigate and function across all mobile devices—including smartphones and tablets.

As part of the streamlined navigation, Broadcasting & Cable's roster of expert journalists each have their own dedicated author page—accessible by clicking on an author's byline.

Social media tools are tied to every article and blog, making it simple to share and discuss everything from breaking



The updated site offers streamlined navigation across all devices.

news to daily ratings to B&C's signature, in-depth reporting and analysis of top television industry issues.

Broadcasting & Cable's daily email

newsletter, B&C Today, has also been redesigned, with a clean, easy-to-read interface on desktops, laptops, tablets and smartphones.

"The new broadcasting-cable.com and B&C Today make it even easier for our readers to get the information they need, when they need it, from the source they trust the most," said Melissa Grego, editor-in-chief, Broadcasting & Cable.

We invite you to let us know what you think about the new broadcastingcable.com via comments on the new site or at bnclatters@nbmedia.com. —B&C staff



Katy Perry performing on the 2013 American Music Awards.

#TWITTERNIELSENS

Below are the top shows for Nov. 18-24, ranked by unique audience. The audience metric derives from the number of distinct Twitter accounts accruing at least one impression of one or more different tweets ascribed to a TV episode.

RANK/PROGRAM	UNIQUE AUDIENCE*	TWEETS*
1. 2013 American Music Awards (ABC)	10,231.9	7,602.6
2. The Voice (NBC)	3,848.8	778.4
3. The Walking Dead (AMC)	3,207.5	205.2
4. American Horror Story: Coven (FX)	2,570.8	149.6
5. David Blaine: Real Or Magic (ABC)	2,438.5	72.7

*In thousands Source: Nielsen

ALL DOGS GO TO HEAVEN—EVEN BRIAN

Family Guy's anthropomorphic dog, Brian (voiced by series creator Seth MacFarlane), appeared to have been "killed" on the Nov. 24 episode of the Fox animated sitcom. The episode, which took a much more serious tone, ended with the family getting a new dog, Vinnie.

Displeased fans immediately launched a petition on Change.org Nov. 25, asking Fox to revive the late pooch. At presstime, the petition had 2,666 supporters. A sampling:

Brian was a major part of the family and show. I do not like that he was replaced.... It's like taking snoopy from Charlie Brown, Scooby from the gang, Turner without Hooch—it just doesn't work!
—Holly Stephenson, Springfield, Ohio

I'm 39 years old and I just cried over a damn cartoon. I loved Brian, and anyone who has lost a dog in real life just had all their pain come back to them. I will never watch Family Guy again.
—Gary Sandler, Canal Winchester, Ohio



Laying Cable

Time Warner Cable has had a flurry of reported talks with Charter, Comcast and Cox, though at presstime none had led to a deal. Here are key stats from the situation:

13% ⇒ rise in Time Warner Cable stock since Nov. 22

34% ⇒ market share of 92.5 million pay-TV homes that a combined TWC and Comcast operation would have

12M ⇒ number of subscribers whose data would likely be limited under a TWC-Comcast combination

Consolidation Won't Help Leverage, Analyst Says

One of the major forces said to be driving cable companies' urge to merge is that a bigger distributor would have more leverage to control programming cost increases. But one analyst says not so fast.

Todd Juenger, senior analyst at Sanford C. Bernstein, argues in a new report that even if cable companies like

Charter and Time Warner Cable combine, the market dynamics that push up programming costs remain in place. Most customers will still have alternatives to cable with the two satellite companies and the telcos. Some also have a cable over-builder to turn to.

"Consumers are much more loyal to their favorite TV networks than they are to their distributor," Juenger says. "Every time a distributor has tried to fight back by dropping the content from one of these [big programming] companies, it has ended badly for the distributor because consumers will switch distributors, not TV networks." —Jon Lafayette



For more, including the impact of a potential Comcast-TWC deal, please visit broadcastingcable.com/Dec2

THEY SAID IT!



"It was hard for some people to imagine when we founded the company in 1996, with one station, that we would grow our portfolio to 102 stations. But for our leadership team, that was our vision, our dream and our goal."

—Perry Sook, chairman/president/CEO, Nexstar, to B&C Nov. 26 on the 10th anniversary of the company's IPO.



"We are jointly confirming that *Up Late* will not continue on MSNBC. This is a mutual parting and we wish Alec all the best."

—A statement from MSNBC and a publicist for Alec Baldwin, whose show was canceled Nov. 26 in the wake of the host being caught on tape aiming an anti-gay slur at a photographer.

"When faced with such an error, we must use it as an opportunity to make our broadcast even stronger. We are making adjustments at *60 Minutes* to reduce the chances of it happening again."



—Jeff Fager, chairman of CBS News and executive producer of *60 Minutes*, in a Nov. 26 memo to CBS staff announcing the

results of an internal "journalistic review" of a flawed Lara Logan segment on the Benghazi attacks. Fager asked Logan and the segment's producer, Max McClellan, to take an unspecified leave of absence from the show.