

## **Ad Sales Media Recap: April 16-30**

**NOTE: Full articles of each article link below begin on page 3.**

### **NYC Upfront Coverage**

*Ad Age*; [Scripps Wants Advertisers to Carve Out Lifestyle Buys Separately](#); April 22, 2014

*Broadcasting & Cable*; [Upfronts 2014: Ellen DeGeneres to Produce HGTV Design Competition](#); April 22, 2014

Cynopsis Media; [HGTV Lands Ellen DeGeneres for Design Show](#); April 23, 2014

Cynopsis Media; [Special Report: CYNOPSIS MEDIA Presents – Upfront Weekly Wrap-Up](#); April 28, 2014

*The Hollywood Reporter*; [Ellen DeGeneres to Launch Design Competition Series \(Exclusive\)](#); April 22, 2014

*Los Angeles Times*; [Ellen DeGeneres to Launch Furniture Design challenge Series for HGTV](#); April 22, 2014

MediaPost; [Ellen DeGeneres Will Front a Design Competition Show on HGTV](#); April 22, 2014

*Multichannel News*; [Upfronts 2014: HGTV Adds 'Ellen's Design Challenge](#); April 22, 2014

*Multichannel News*; [Cablevision Adds Cooking Channel, DIY](#); April 22, 2014

MyersBizNet; [Upfront Reviews: Scripps Networks Interactive and Sean Combs' Revolt](#); April 28, 2014

*New York Daily News*; [Ellen DeGeneres Launching HGTV Furniture Design Competition Series](#); April 22, 2014

Realscreen; [HGTV Orders Ellen-Produced Design Competition Series](#); April 22, 2014

Realscreen; [Watt, van Zeller Among New Travel Channel Personalities](#); April 22, 2014

TV Guide; [TODAY'S NEWS: OUR TAKE HGTV Announces Ellen DeGeneres Design Series](#); April 22, 2014

*Variety*; [Ellen DeGeneres to Launch Competition Series on HGTV](#); April 22, 2014

*Variety*; [Valerie Bertinelli Set to Join Food Network Daytime Lineup](#); April 22, 2014

*The Wall Street Journal*; [Ellen DeGeneres Partners with HGTV on New Design Competition](#); April 22, 2014

### **Pre-NewFronts Coverage**

Cynopsis Digital; [SPECIAL REPORT: CYNOPSIS MEDIA PRESENTS: NewFronts Heads Into Third Year With Much Learning Under Its Belt](#); April 24, 2014

### **Other**

*Broadcasting & Cable*; [Viewers Up to Buy Products Advertised on DIY, Sprout, INSP](#); April 22, 2014

Cynopsis Media; [SPECIAL REPORT: CYNOPSIS MEDIA PRESENTS: Inside Today's Family Co-Viewing Craze](#); April 30, 2014

Cynopsis Media; A Cynopsis Message from Scripps Networks Interactive; April 22, 2014

Cynopsis Media; A Cynopsis Message from Scripps Networks Interactive; April 28, 2014

Realscreen; [Lifestyle Focus: Going Global, Looking for Local](#); April 30, 2014

# NYC Upfront Coverage

*Ad Age*; [Scripps Wants Advertisers to Carve Out Lifestyle Buys Separately](#); April 22, 2014



# Scripps Wants Advertisers to Carve Out Lifestyle Buys Separately

## HGTV Unveils New Show Starring Ellen DeGeneres

By [Jeanine Poggi](#). Published on April 22, 2014.

**Scripps Networks** is looking to convince marketers that they should consider lifestyle a separate part of their media plans.

Currently, advertisers allocate budgets to TV categories like general entertainment, reality non-fiction, kids, broadcast and sports. Scripps' networks, which include **Food Network**, **Cooking Channel**, **HGTV**, **Travel** and **DIY**, are typically lumped into the general entertainment or reality bucket.

But **Steve Gigliotti**, president-ad sales, said the network group needs to be part of a new category, arguing that lifestyle programming attracts a particularly highly engaged audiences that often watches live.

Other networks are increasingly trying lifestyle shows in their programming, Mr. **Gigliotti** added. While he didn't mention them by name, rival company A&E Networks is in the process of replacing Bio with FYI Network, a lifestyle channel with a mix of food and home-improvement shows. The new channel is set to begin on July 7.

"One cooking competition show doesn't make you a lifestyle brand," Mr. **Gigliotti** said.

Mr. **Gigliotti** briefly discussed **Ulive**, Scripps' recently introduced digital video platform, as a way for brands to reach younger viewers and an opportunity to experiment beyond food, home and

travel, with parenting, fitness and beauty-centric shows. The company is expected to discuss the platform further in its pitch to digital video buyers at its first **NewFront** event next week.

The biggest new programming announcement from Scripps on Tuesday was a home design competition series starring **Ellen DeGeneres** coming to **HGTV** next year. Outside of that, new programming on the networks include more food competitions and celebrities -- think **Jennie Garth** and **William Shatner** -- renovating and flipping houses.

**Broadcasting & Cable; [Upfronts 2014: Ellen DeGeneres to Produce HGTV Design Competition](#);  
April 22, 2014**



Ellen DeGeneres will produce a six-part furniture-design competition series for HGTV, the network announced Tuesday. The series, the first produced by DeGeneres for cable, will premiere in 2015.

*Ellen's Design Challenge* will feature six competitors in a weekly elimination-style contest to produce an original piece of furniture in 24 hours. The final winner receives a cash prize.

The announcement came toward the end of Tuesday **morning's** info-packed, hour-long tour for press through **Scripps Networks'** growing portfolio of six networks in a small suite at Alice Tully Hall. Execs were set make their pitch to ad buyers in the main hall later that afternoon. Execs from Travel, Food Network/Cooking and HGTV/DIY also showed new footage from [some previously announced](#) shows. Great American Country, which has been in the Scripps fold since 2004, also [touted](#) an expanded lineup.

Another highlight Tuesday was the announcement that Cablevision will add Cooking Channel and DIY **to its Optimum service in May, boosting the networks' reach by more than 2.1 million homes.**

The DeGeneres series will be produced by her company, A Very Good Production, with A. Smith & Co. in association with Telepictures. DeGeneres and A Very Good Production's Jeff Kleeman will serve as executive producers, as will Arthur Smith, Kent Weed and Jay Bienstock of A. Smith & Co.

**"I'm so excited about this show because I love finding really special pieces of furniture,"** DeGeneres **said.** **"One time I found a beautiful one-of-a-kind armoire that spoke to me**

in a way I'd never experienced. It turned out there was a drifter living inside of it, but **that's a story for another time.**"

# CYNOPSIS MEDIA *Long Story Short*

Good morning. It's **Wednesday, April 23, 2014**, and this is your first early morning briefing.

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**Ellen DeGeneres** is launching a furniture design competition series on **HGTV**. Six-episode **Ellen's Design Challenge**, from the talk show host's **A Very Good Production** and **A. Smith & Co.** in association with **Telepictures**, focuses on six people competing to complete design projects, a passion of DeGeneres's. "There has been a lot of dancing in our halls since we shared that we will be collaborating with Ellen," said HGTV and DIY president **Kathleen Finch**.

## IN THE NEWS

A new study from **Beta Research** says **Discovery Channel** is the brand most often described as "one of my favorite channels" (56 percent of the network's viewers) and points to **DIY**, **Sprout** and **INSP** as the nets most likely to inspire purchases of advertised products (36 percent). The survey was conducted in January 2014 among 4461 cable subscribers. **History** (54 percent), **HGTV (52 percent)** and **Nat Geo** (50 percent) also made the favorite channels cut, while **HGTV (35 percent)**, **Cooking Channel (34 percent)** and **Destination America** (34 percent) ranked on the advertising list.

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## AT THE UPFRONTS

**Food Network** and **Cooking Channel** served up 35 new series and over 30 returning shows during the **Scripps** Upfront breakfast at Alice Tully Hall in NYC. "Food Network will be launching new shows we believe fans are hungry for while Cooking Channel offers an exciting complement of flavors and cuisines," said **Brooke Johnson**, president Food Network & Cooking Channel. "All in all, 2014 represents a year where we have something to offer for every taste."



Among the slew of new series on **Food Network** are hidden camera show **Undercover Critics** and ice cream competition **Game of Cones** (wt), premiering in July; **The Big Tip**, with **Rachael Ray**, coming in August; and competition shows **Diner Death Match** (wt), **Food Truck Face Off**, **Great Holiday Bake Off** and **Burnt**, arriving in the fall. Daytime's **The Valerie Bertinelli Project** (wt), featuring the actress and her family, launches in September. **Bobby's Grilling Guide** (wt), with **Bobby Flay**, and **The Daphne Brogdon Project** (wt) will also make daytime landings.

Series being whipped up by Cooking Channel include **Real Girl's Kitchen with Haylie Duff**, **Rev Run's Sunday Suppers** and bakery show **Sweet Julia**, debuting in June; culinary travel show **Bite This with Nadia G**, food challenge **Compete to Eat**, **Lorraine's Fast, Fresh and Easy** and **Simply Laura!**, with online star Laura Vitale arriving in August.

There are hearty online offerings, too, with holiday recipes, grilling and party tips, a tailgating package and web series, including Food's **Star Salvation** and Cooking's **Back to School: Best College Eats**.

**HGTV** has plenty to hurry home to watch in addition to **Ellen's Design Challenge**, as the network adds nine new series to its 2014 lineup. Among them are **The Jennie Garth Project**, which will premiere in September and will follow single mom and actress Jennie Garth, star of **Beverly Hills, 90210**, as she renovates a dated Hollywood Hills, Calif. house for herself and her three daughters.

In July, comes **Flipping the Block**, starring HGTV and DIY experts including David Bromstad, Nicole Curtis (**Rehab Addict**) and Scott McGillivray (**Income Property**). In November, Jonathan Scott and Drew Scott, aka the stars of **Property Brothers**, **Buying & Selling** and **Brother vs. Brother**, will tackle their biggest renovation challenge ever in **Property Brothers: Behind Our Build** (wt)—a series that captures how they manage the highs and lows that come with updating their own family's Las Vegas retreat. And FYI, there's a third bro who'll be joining the family business.

**DIY** will go where no man has gone before this October with **The Shatner Project**, a home reno show from William Shatner. Among the other six new series from DYI are July's **Daryl's Restoration Over-Hall**, focusing on musician Daryl Hall as he brings back the charm of an 18th century home. In addition, contractor Jason Cameron will help homeowners smash their way to new spaces by wrecking and remodeling their worst rooms in **Sledgehammer**.

**Travel Channel** announced eight pilot orders at the Scripps presentation. "We've discovered a treasure trove of compelling storytellers and inspirational talent," said **Ross Babbit**, SVP Programming & Development. "We're excited to move ahead with our new development slate that not only spotlights a fresh group of authentic talent and experts in global locations, but also delivers an immersive travel entertainment experience."

Cynopsis Media; [Special Report: CYNOPSIS MEDIA Presents – Upfront Weekly Wrap-Up](#); April 28, 2014

# CYNOPSIS MEDIA *Long Story Short*

## SCRIPPS

April 22, 2014

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**90210**, as she renovates a dated Hollywood Hills, Calif. house for herself and her three daughters.

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The net's development slate includes explorer series **Breaking Borders** (wt), **Nigel's Last Resort** (wt) and **Watt's World** (wt). Adventure and exploration of subcultures characterize **Guiding Alaska** (wt), **Metropolis** (wt) and **Only In...**(wt). **Adventure Capitalists** (wt) takes a look at travel from the business side, while **Find My Past** (wt) uncovers personal connections to historical events.

***The Hollywood Reporter***; [Ellen DeGeneres to Launch Design Competition Series \(Exclusive\)](#); April 22, 2014



6:30 AM PDT 4/22/2014 by Lesley Goldberg

**Ellen DeGeneres** is getting into the cable business.

The talk show host and producer is teaming with cable network HGTV to launch a furniture design competition series, *The Hollywood Reporter* has learned.

The six-episode *Ellen's Design Challenge* marks DeGeneres' A Very Good Production banner's first foray into producing for cable. The show, which will premiere in 2015, will feature six competitors tackling challenges in sketching, designing and building furniture within 24 hours. Contestants must showcase their creativity and versatility to impress a panel of judges. The last one standing will take home a cash prize.

"I'm so excited about this show because I love finding really special pieces of furniture," DeGeneres said. "One time I found a beautiful one-of-a-kind armoire that spoke to me in a way I'd never experienced. It turned out there was a drifter living inside of it, but that's a story for another time."

### **COVER STORY: The Booming Business of Ellen DeGeneres [2]**

The series will highlight DeGeneres' passion for furniture and house design. Contestants will be paired with expert carpenters to complete their assigned tasks. A six-part online companion series also will allow viewers to get to know the designers.

"There has been a lot of dancing in our halls since we shared that we will be collaborating with Ellen," HGTV and DIY Network president **Kathleen Finch** said. "When she talked to us about her love of buying and renovating homes, her personal passion for the creative process of furniture design emerged as something that she wanted to explore more. Since HGTV is the ultimate forum in this space, and since no other network can deliver an audience who is as enthusiastic as she is about the creative process, we just had to make it happen."

DeGeneres and her A Very Good Production banner topper **Jeff Kleeman**, A. Smith & Co.'s **Arthur Smith**, **Kent Weed** and **Jay Bienstock** will executive produce the series, which hails from Warner Bros. Television's syndication division Telepictures, which also produces *The Ellen DeGeneres Show*.

For DeGeneres' WBTV-based A Very Good Production, the series joins programs that include her syndicated daytime talk show; Warner Bros. Home Entertainment original movie *Sophia Grace & Rosie's Royal Adventure*; the feature *Sing You Home*, based on the **Jodi Picoult** novel; as well as an untitled feature starring DeGeneres and **Rebel Wilson**. The production company also is producing NBC's lesbian comedy pilot *One Big Happy*, starring **Elisha Cuthbert**.

At HGTV, *Ellen's Design Challenge* joins a roster that includes the *House Hunters* franchise, *HGTV Star* and *Kitchen Cousins*, among others.

*Los Angeles Times*; [Ellen DeGeneres to Launch Furniture Design challenge Series for HGTV](#); April 22, 2014

# Los Angeles Times

## Ellen DeGeneres launching HGTV furniture design competition series

By Lisa Boone

*April 22, 2014, 1:20 p.m.*

Popular talk show host and comedian [Ellen DeGeneres](#), who is known for her passion for architecture and design, will next produce a six-episode design competition for [HGTV](#), according to an announcement Tuesday.

"Ellen's Design Challenge," which is scheduled to premiere in 2015, will feature "six competitors as they tackle ingenious challenges to sketch, design and build extraordinary furniture in just 24 hours."

"I'm so excited about this show because I love finding really special pieces of furniture," said DeGeneres in a statement released by HGTV. "One time I found a beautiful one-of-a-kind armoire that spoke to me in a way I'd never experienced. It turned out there was a drifter living inside of it, but that's a story for another time."

Like similar reality programming such as "[Project Runway](#)," would-be designers will attempt to create furnishings with the help of a master carpenter as they race against the clock and face various design challenges.

Lynne A. Davis, vice president of national broadcast media and talent relations for HGTV and [DIY Network](#), said in an email that DeGeneres will definitely be involved in the series, with details of her participation announced "at an upcoming date."

The winning designer will be rewarded with a cash prize.

MediaPost; [Ellen DeGeneres Will Front a Design Competition Show on HGTV](#); April 22, 2014



## **Ellen DeGeneres Will Front A Design Competition Show On HGTV**

by [P.J. Bednarski](#), Apr 22, 2014, 12:47 PM

Ellen DeGeneres will executive produce and appear in a six-episode design competition for HGTV that will appear beginning sometime in 2015, HGTV/DIY President Kathleen Finch announced today at the Scripps Networks Interactive cable upfront presentation to the press in New York.

The talk show host and comedian also renovates homes and dabbles in design, Finch said. In this series, contestants will each be assigned the task of creating a piece of furniture in 24 hours.

It's a joint production with Telepictures, the arm of Warner Bros. that produces her talk show; DeGeneres' company called A Very Good Production; and A. Smith & Co, which has produced many reality/competition series. DeGeneres has participated in a few other HGTV surprise makeover events in the past, and they create a ratings bump for HGTV when she mentions them on the air.

Scripps also announced that its DIY and Cooking Channel cable networks will be added to the Cablevision system that mainly serves Long Island, adding 2.1 million subscribers to each beginning in late May.

At the upfront, Scripps executives unveiled an ambitious slate of eight new series for Travel Channel, 16 new prime-time series for Food Network, and 15 for Cooking Channel.





## Upfronts 2014: HGTV Adds 'Ellen's Design Challenge'

DeGeneres Series Highlights SNI Upfront Event

Ellen DeGeneres has signed on as executive producer for a six-episode design competition series on HGTV, Scripps Networks revealed at its upfront event in New York. The series, Ellen's Design Challenge, is produced in part by her production company, A Very Good Production, and scheduled to premiere in 2015. The show will feature six contestants designing and building furniture as they compete for a cash prize.

"There has been a lot of dancing in our halls since we shared that we will be collaborating with Ellen," Kathleen Finch, president, HGTV and DIY Network, said in a release. "When she talked to us about her love of buying and renovating homes, her personal passion for the creative process of furniture design emerged as something that she wanted to explore more. Since HGTV is the ultimate forum in this space, and since no other network can deliver an audience who is as enthusiastic as she is about the creative process, we just had to make it happen."

Scripps Networks also detailed new series on Food Network, Cooking Channel and the DIY Network following Cablevision's decision to add the latter two networks to its Optimum TV lineup.

DIY has followed HGTV's lead by enlisting celebrity personalities to grow its "celebrity home rehab" franchise. The network will follow William Shatner's home renovation in October's premiere of The Shatner Project, and Daryl Hall's renovation of an 18th-century Connecticut home will be featured in July's premiere of Daryl's Restoration Over-Hall.

Food Network and Cooking Channel also look to increase their originals with 35 new series on the table for the upcoming year.

“Increasing our development slate to satiate the audience demand for entertaining and informative programming has been our focus,” Brooke Johnson, president of Food Network & Cooking Channel, said in a release. “Food Network will be launching new shows we believe fans are hungry for while Cooking Channel offers an exciting complement of flavors and cuisines; all-in-all 2014 represents a year where we have something to offer for every taste.”

New series on tap for Food Network’s prime time include Kitchen Casino, a cooking competition show hosted by Bill Rancic, and America’s Best Cook, a cooking competition show featuring Food Network chefs Cat Cora, Tyler Florence, Alex Guarnaschelli and Michael Symon. Rewrapped, the offshoot of junk food series Unwrapped, finds Joey Fatone hosting and Marc Summers serving as head judge as contestants incorporate classic snack items into new recipes.

New series on Cooking Channel include Siba’s Table, which features Siba Mtongana exploring her native South Africa’s local cuisine, and Real Girl’s Kitchen with Haylie Duff, which offers an inside look at the actor and artist’s life.

Food Network and Cooking Channel also plan to return over 30 popular series to the networks.

New programming announcements continued at the Scripps Networks upfront event with the unveiling of a development slate of eight original series potentially for Travel Channel. The network greenlit eight pilots for production, including Breaking Borders, Guiding Alaska and Adventure Capitalists (all working titles).

“This has been an exciting time where we’ve discovered a treasure trove of compelling storytellers and inspirational talent,” Ross Babbit, SVP of Programming & Development, Travel Channel, said in a release. “We’re excited to move ahead with our new development slate that not only spotlights a fresh group of authentic talent and experts in global locations, but also delivers an immersive travel entertainment experience.”



## Cablevision Adds Cooking Channel, DIY

Scripps Outlets Gain Optimum TV Berth On May 22

Cablevision Systems said it is adding Scripps Networks Interactive's Cooking Channel and DIY Network to its Optimum TV lineup. Cooking Channel, which features instructional programs about food and cooking, and DIY Network, which focuses on do-it-yourself projects at home and in the garden, will become available to Optimum TV customers by May 22.

Cooking Channel and DIY Network will be available in both standard and high definition to Optimum TV residential customers with the Optimum Preferred package and above; customers must have a digital set-top box or CableCARD to receive the channels. Cooking Channel will be on channel 166 and DIY Network will be on channel 167.

"We are pleased to announce that Cooking Channel and DIY Network will be joining the Optimum TV lineup of highly informative and enjoyable lifestyle programming," Bradley Feldman, Cablevision's senior vice president of product management, said in a release. "We believe that Cooking Channel and DIY Network will be very popular among our customers, who will also be able to access this programming anywhere in the home using the Optimum App and on the go with TV to Go."

In 2010, Scripps and Cablevision had an unusual (for Scripps) contract dispute that saw Food Network and HGTV [dropped for three weeks](#) in a fee dispute before being restored to Cablevision's then 3.1 million subscribers.

"Introducing our popular lifestyle media brands DIY Network and Cooking Channel to the homes of nearly 3 million Optimum customers will satisfy the growing demand for top-notch television content in the important New York metro area," Henry Ahn, executive vice president of content distribution and marketing for Scripps Networks Interactive, said in the release. "Viewers who love our flagship brands HGTV and Food Network will enjoy even more quality home and food programming that will inspire and inform their lives."

MyersBizNet; [Upfront Reviews: Scripps Networks Interactive and Sean Combs' Revolt](#); April 28, 2014



By [Simon Applebaum](#)

One veteran programmer and one new programmer had the New York upfront spotlight to themselves Tuesday night. In one corner: Scripps Networks' family of lifestyle channels. In the other: Revolt, Sean Combs' six-month-old music-driven service.

### **Scripps Networks Interactive**

**Venue:** Alice Tully Hall on the corner of Broadway and W. 65th St. Logos and titles of Scripps' channels flanked the glass walls of this Lincoln Center structure (upgraded several years ago), while food stations offering a wide range of tasty treats from pepper-jack turkey sliders to Indian chicken were spaced throughout the lobby. In one of several pre-ceremony moves, attendees had more than an hour to taste some delicacies and snap selfies with various channel personalities, including Guy Fieri from Food Network, HGTV's *Property Brothers*, Samantha Brown and her Travel Channel colleagues and Vanilla Ice (featured on DIY Network). More food kudos to the caterer handling the Scripps press gathering Tuesday morning for a menu featuring kiwi/honeydew and pomegranate/strawberry juice, Nutella-banana turnovers and matza brey (for press marking the final day of Passover). **Grade:** 5 Jacks, plus a special 9 Jacks for the food.

**Presentation:** A throwback to the days when senior advertising sales executives routinely were lead-off speakers, making the key points on the channel's behalf. The current pecking order is chief executive, followed by key programming executives, with the ad sales advocate speaking midway or at the end. But Scripps had ad sales and marketing president Steve Gillotti bat first. Assisted by a clear and classy set of graphics at the back of the stage, Gillotti offered the view that real-time lifestyle programming is a slam-dunk audience attraction. In the process, he whipped up some of the best punch lines at any upfront so far in 2014. On more channels

experimenting with similar content: "We're not testing the waters. We own the whole damn lake, and the lake's getting bigger." Other choice cuts: "Our audiences do what they view" ... "People look to us to inspire transformation in their lives" ... and the best of them all, "Our viewers see the advertising as a resource, not an interruption." From there, various channel presidents (Brooke Johnson for Food/Cooking Channel), Kathleen Finch (HGTV/DIY) and Travel Channel newcomer Shannon O'Neill mixed current/future highlights with an on-stage personality interview. **Grade: 4.5 Jacks**

**News:** Easy pickings with six channels on display. HGTV's upcoming calendar includes a new Ellen DeGeneres-hosted design competition next year and Jennie Garth with a home renovation series this September. *The Big Tip*, Food's new Rachael Ray program (August), turns the camera on waiters and waitresses that go beyond the call of customers. *American Diner Revival*, *The Great Holiday Bake-Off* and *Rapid Fire Restaurant* are among the fall attractions. Upcoming Cooking Channel series include *Carnival Eats*, *Proper Pub Food* and *Sarah Graham's Food Safari*. A pair of notable Travel Channel projects: *One Day On Earth*, a special (that may become a series) covering 24 hours as witnessed by production crews from more than 190 countries, and *Breaking Borders*, featuring award-winning reporter Marianne van Zeller (*Vanguard*) and chef Michael Voltaggio uncovering culture inside hot spots worldwide. Think the Middle East and North/South Korea. DIY's new series lineup takes a celebrity turn with separate efforts from William Shatner (*The Shatner Project*) and Daryl Hall of Hall & Oates (*Daryl's Restoration Over-Hall*). **Grade: 5 Jacks**

**Host:** Everyone handled their portion effortlessly, although several of the celebrity interviews went too long (especially Finch's turn with the Property Brothers). Ditto Jon Steinlauf, the executive originator of Scripps' unique sponsorship showcase. Best of this profiled bunch: Wayfair.com's "Shop the Show" collaboration with HGTV. **Grade: 4.5 Jacks**

**Overall Grade: 4.5 Jacks** Outstanding mix of script, videos (the opener for Travel Channel was a textbook example of creative editing) and graphic displays. **Special note:** Half-jack subtraction for how Great American Country came off. Nice video and a pair of personalities getting acknowledged, but no commentary on new programming, compounded by the absence of that information in press kits distributed Tuesday morning.

*New York Daily News*; [Ellen DeGeneres Launching HGTV Furniture Design Competition Series](#);  
April 22, 2014

**DAILY  NEWS**

## **Ellen DeGeneres launching HGTV furniture design competition series**

**The daytime talk show host is getting in on the reality show competition fun with her new show ‘Ellen’s Design Challenge’ set to air in 2015.**

Ellen DeGeneres is making a furniture design competition series for the HGTV network.

HGTV said Tuesday that "Ellen's Design Challenge" is expected to air sometime next year. It will feature six competitors who sketch, design and build furniture within 24 hours, and will play out over six episodes.

Landing a series from a high-profile star is big news at the lifestyle cable network. DeGeneres is helping to produce the series; the network isn't saying whether or not she will actually appear on it.

Realscreen; [HGTV Orders Ellen-Produced Design Competition Series](#); April 22, 2014



HGTV has greenlit a design competition series that will be exec produced by talk show host Ellen Degeneres.

*Ellen's Design Challenge*, a coproduction between Degeneres' A Very Good Production and A. Smith & Co., in association with Telepictures, is set to be a six-part series that will begin airing on the U.S. cable network in 2015.

The series is inspired by the recent Oscar host's expertise in furniture design and love of buying and renovating homes, the network said in a statement.

It will feature six contestants competing for a cash prize by sketching, designing and building "extraordinary furniture" within a 24-hour time frame. The competitors will work with expert carpenters and the designs will be evaluated by a panel of judges.

In addition, HGTV will run a six-part companion series online that will give viewers a chance to participate and get to know the designers.

"I'm so excited about this show because I love finding really special pieces of furniture," said DeGeneres in a statement. "One time I found a beautiful one-of-a-kind armoire that spoke to me in a way I'd never experienced. It turned out there was a drifter living inside of it, but that's a story for another time."

Degeneres will exec produce with A Very Good Production's Jeff Kleeman and A. Smith & Co.'s Arthur Smith, Kent Weed and Jay Bienstock.

Realscreen; [Watt, van Zeller Among New Travel Channel Personalities](#); April 22, 2014



## Watt, van Zeller among new Travel Channel personalities



April 22, 2014 by [Manori Ravindran](#)

Journalists Mariana van Zeller (pictured) and Nick Watt are among the personalities helming pilots for eight original series ordered by U.S. net Travel Channel.

The network, which revealed its development slate during parent company Scripps Networks Interactive's upfront event in New York, promises a fresh batch of faces and a more immersive travel experiences for viewers.

Focusing on the business side of travel is Eyeworks USA-produced *Adventure Capitalists* (working title), which follows three investors travelling the U.S. in search of up-and-coming destinations, while Lion TV-made pilot *Find My Past* (w/t) sees Americans discovering places significant to their family histories.

Series offering the perspectives of veteran travelers include the MY Tupelo Entertainment-produced *Breaking Borders* (w/t), which follows Peabody Award-winning correspondent Mariana van Zeller and chef Michael Voltaggio as they travel into conflict zones to uncover the varying perspectives on an issue; M2 Pictures-made *Nigel's Last Resort* (w/t), on luxury resort developer Nigel Franklyn's trips to the world's extreme hot spots; and the Lincoln Square Productions-helmed *Watt's World* (w/t), which chronicles journalist Nick Watt during travels across the world in search of little-known places and sub-cultures.

Finally, the net's shows focusing on adventure and culture are the Orion Entertainment-produced *Guiding Alaska* (w/t), which explores one of Alaska's most elite and remote wilderness resorts; Nutopia's *Metropolis* (w/t), which showcases iconic cities around the world using 3D graphics and digital re-enactments; and PSG Films' *Only In...* (w/t), which invites viewers to discover little-known places, guided by locals.



TV Guide; [TODAY'S NEWS: OUR TAKE HGTV Announces Ellen DeGeneres Design Series](#); April 22, 2014



TODAY'S NEWS: OUR TAKE:

## HGTV Announces Ellen DeGeneres Design Series

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[Ellen DeGeneres](#) is joining the HGTV family with a six-episode competition series, *Design Challenge*, announced at its upfront presentation on Tuesday.

*Ellen's Design Challenge* will feature six competitors as they tackle challenges to sketch, design and build furniture in just 24 hours. Throughout the series, the contestants must showcase their creativity and versatility to impress a panel of judges. The last one standing will win a cash prize.

"I'm so excited about this show because I love finding really special pieces of furniture," DeGeneres said. "One time I found a beautiful one-of-a-kind armoire that spoke to me in a way I'd never experienced. It turned out there was a drifter living inside of it, but that's a story for another time."

*Ellen's Design Challenge*, which will be produced by DeGeneres' production company, A Very Good Production, and A. Smith & Co. with Telepictures, is scheduled to premiere in 2015.

Check out all of HGTV's new lineup, including new shows from [Jennie Garth](#) and the [Property Brothers](#), [here](#).

The network also announced *The Shatner Project*, a new series starring [William Shatner](#) for DIY Network. Premiering in October, *The Shatner Project* will chronicle the [Star Trek](#) alum's home renovation. [Daryl Hall](#)'s show, *Daryl's Restoration Over-Hall*,

which will premiere in July, follows the Hall & Oates singer as he revives the historic charm of an 18th century Connecticut home.

Variety; [Ellen DeGeneres to Launch Competition Series on HGTV](#); April 22, 2014



## Ellen DeGeneres to Launch Competition Series on HGTV

***Brian Steinberg***

Senior TV Editor

Popular daytime talk-show host [Ellen DeGeneres](#) will launch her first cable series on Scripps Networks Interactive's [HGTV](#), the head of the network disclosed Tuesday.

"Ellen's Design Challenge" will pit six competitors against each other as they tackle challenges to sketch, design and build furniture, all in a 24-hour span. The last person standing in this six-episode series will win a cash prize.

When DeGeneres met with HGTV executives, said Kathleen Finch, president of the company's HGTV and DIY networks, she discussed "her love of buying and renovating homes" and her "personal passion for the creative process of furniture design emerged as something that she wanted to explore more."

The show, slated to debut in 2015, will be produced by DeGeneres' [production company](#), A Very Good Production, as well as A. Smith & Co. in association with Telepictures, which also produced her daytime series "Ellen." Executive [producers](#) are DeGeneres, Jeff Kleeman of A Very Good Production and Arthur Smith, Kent Weed and Jay Bienstock of A. Smith & Co.

Development of the series highlights Scripps' increasing reliance on established celebrities - not the chefs and home-renovation experts it has cultivated for years - to catch viewer attention. In recent seasons, HGTV and DIY have created programs for a disparate group of stars that include Vanilla Ice, Daryl Hall, and Jennie Garth, the actress best known for her stint on "Beverly Hills 90210" on Fox. [Sister outlet Food Network will add Valerie Bertinelli to its daytime programming mix.](#) And [actor William Shatner is taking part in a renovation show for DIY](#) that Finch said may be up for consideration for a second season.



## Valerie Bertinelli Set To Join Food Network Daytime Lineup

***Brian Steinberg***

Senior TV Editor

[Scripps Networks](#) International's flagship [Food Network](#) will unveil 20 new series across primetime and daytime in the months to come, enlisting [Valerie Bertinelli](#) for a new daytime series and expanding its "Chopped" franchise to a new teen-oriented format.

"Increasing our development slate to satiate the audience demand for entertaining and informative programming has been our focus," said Brooke Johnson, president of Food Network and Cooking Channel, in a prepared statement.

The moves come as Wall Street monitors the parent company for signs of slowing growth. After Scripps reported its fourth-quarter results in February, media analyst Michael Nathanson noted the company's networks are starting to deliver performance that is more tempered than what has been produced in the past. Indeed, Food Network's average subscribers slipped to 98.8 million in 2013 from 99.5 million in 2012, according to data from SNL Kagan, while affiliate fees rose a penny per subscriber in the same period and ad revenue rose to \$638.4 million in 2013 from 623.3 million in 2012.

The network said it would launch a new daytime series featuring Valerie Bertinelli in September of 2014. "The Valerie Bertinelli Project" features the actress and her husband showing off family recipes at dinners prepared for friends and celebrity neighbors.

Produced by Bunim Murray for Food Network. Meantime, "Chopped: Teens Tournament" will debut in July. The five-episode limited series will feature 16 teen chefs who must create the perfect meal as they vie for a \$25,000 prize and a culinary-school scholarship.

Produced by Notional for Food Network.

In primetime, the network intends to rely heavily on competition programs, building on the introduction of "Guy's Grocery Games" last season. In the past, Food Network had stocked its programming cabinet with documentary-style features, but in recent months has begun to devise more series that emulate some of the elements of game-show contests or the food-based competitions of its mainstay "Chopped" series.

**New primetime series include:**

\***Kitchen Casino**, hosted by [Bill Rancic](#). A competition program with a gambling theme. Produced by Jane Street for Food Network

\***Rewrapped**, hosted by [Joey Fatone](#) and led by head judge Marc Summers. Three chefs must recreate some of America's favorite guilty pleasures, then invent a new dish using the treat as an ingredient. Produced by BSTV Entertainment for Food Network.

\***Boss Under Fire**. Restaurants nominate their terrible bosses for a makeover, and the owner must perform his employees' jobs to realize that success starts at the top. Produced by Eyeworks for Food Network

\***Game of Cones**. Ice cream connoisseurs compete to create the most unique ice cream-based desserts using a selection of mystery ingredients. Produced by Intuitive Entertainment for Food Network.

\***Diner Death Match**. Four competitive cooks from North America's best diners, gastropubs and food trucks go head-to-head in a series of culinary challenges. To win they will have to out-cook each other in three short-order classic diner challenges. Produced by Proper TV for Food Network.

**New daytime series include:**

\***Bobby's Grilling Guide**, featuring [Bobby Flay](#) showcasing expert grilling techniques. Produced by Rock Shrimp for Food Network.

\***The Daphne Brogdon Project**. Mom, wife, and home cook, Daphne Brogdon, brings a fresh, fun and humorous approach to feeding the family. Produced by Concentric for Food Network.

***The Wall Street Journal; [Ellen DeGeneres Partners with HGTV on New Design Competition](#); April 22, 2014***

## THE WALL STREET JOURNAL.

Show from Telepictures, DeGeneres' A Very Good Production and A. Smith & Co. to Debut in 2015

NEW YORK -- (BUSINESS WIRE) April 22, 2014

Television icon and entertainment pioneer Ellen DeGeneres will executive produce a six-episode design competition series for HGTV -- her first on cable television. Produced by Ellen's production company, A Very Good Production, and A. Smith & Co. in association with Telepictures, Ellen's Design Challenge is scheduled to premiere in 2015 and will feature six competitors as they tackle ingenious challenges to sketch, design and build extraordinary furniture in just 24 hours. Throughout the series, the contestants must showcase their creativity and versatility to impress a panel of judges. The last one standing will win a cash prize.

"I'm so excited about this show because I love finding really special pieces of furniture," said DeGeneres. "One time I found a beautiful one-of-a-kind armoire that spoke to me in a way I'd never experienced. It turned out there was a drifter living inside of it, but that's a story for another time."

During the series, the competitors will face design challenges that will keep them on their toes and, since the clock will be ticking, they will be paired with an expert carpenter to help them complete the task at hand. The series will highlight Ellen's passion for furniture and house design as well as her expertise in the subject. In addition, there will be a six-part online companion series that will invite visitors to participate in another side of the competition and get to know the designers even better.

"There has been a lot of dancing in our halls since we shared that we will be collaborating with Ellen," said Kathleen Finch, president, HGTV and DIY Network. "When she talked to us about her love of buying and renovating homes, her personal passion for the creative process of furniture design emerged as something that she wanted to explore more. Since HGTV is the ultimate forum in this space, and since no other network can deliver an audience who is as enthusiastic as she is about the creative process, we just had to make it happen."

Executive producers for the series are Ellen, Jeff Kleeman of A Very Good Production, and Arthur Smith, Kent Weed and Jay Bienstock of A. Smith & Co.

# **Pre-NewFronts Coverage**

Cynopsis Digital; [SPECIAL REPORT: CYNOPSIS MEDIA PRESENTS: NewFronts Heads Into Third Year With Much Learning Under Its Belt](#); April 24, 2014



## **SPECIAL REPORT: CYNOPSIS MEDIA PRESENTS:**

# **NewFronts Heads Into Third Year With Much Learning Under Its Belt**

By Mark J. Miller

The NewFronts, digital video's premier annual event, will reach its three-year milestone when it kicks off on April 28, and this year's edition is indeed more focused than in years past, while reaping the benefits of its name becoming a more central part of the ad-world vernacular.

"Digital video is no longer an afterthought," Aaron Gallagher, SVP, Digital Sales, at Scripps Networks Interactive told Cynopsis. "It's a key priority for many companies, including ours."

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After last year's gathering, the first to be run by IAB, a so-called "Gang of Eight" made up of bigwig agency media buyers let the IAB know that it wasn't happy with the way things had gone, sending an open letter that asked for content creators to put more effort and dollars behind promoting the content as well as to make it easier to purchase and measure.

IAB said it wanted to push the envelope even further than the Eight had suggested. Ben Winkler, Chief Digital Officer and Chief Innovation Officer at OMD, (agency clients include Pepsi, McDonald's, Visa, and Nissan), said that he had spoken to representatives for this year's presenters and previewed some of the new content and felt confident that a number of issues had been addressed. "I am cautiously optimistic," he told Cynopsis. "There's reason to believe this year will be much stronger. For one, it appears that companies finally realize that they need to promote their shows with real money beyond the NewFronts presentation, just like a 'real' network would do."

IAB did see some successes from last year's event. A post-NewFronts survey found that three in four buy-side attendees picked up a new opportunity and one in three planned to increase cross-platform buys. "This is meaningful and shows overarching success coming out of the events last year," said Julie Van Ullen, IAB's VP of Member



Services. Feedback also led to the institution of shorter event times and the creation of a NewFronts app scheduled to launch just before the event to help attendees plan and **navigate this year's presentations, which will take place all over New York City.**

Clearly, digital video has continued to become more prevalent in our culture. "The average time spent with digital media per day has surpassed TV viewing for the first time," Eric Berger, GM of Crackle and Executive Vice President of Digital Networks at Sony Pictures Television, told Cynopsis. "Additionally, streaming video on a connected device is now the second most popular way of viewing primetime TV programming behind watching traditional live television, based on a study we did with Frank N. Magid Associates. Digital TV consumption is now the norm in the household."

That may be true, but digital video still is fighting against the broadcast giants in many eyes. Shelby Saville, EVP, Digital at media-buying firm Spark, which has such clients as Hanes and Ace Hardware, told Cynopsis she would like to see not just quality content at **the NewFronts but a sense of how companies plan to build audience. "It's one thing to create great video content,"** she said. "It is another to get an audience that can rival television."

**Van Ullen seems to think more and more advertisers will see the light of digital's** audience opportunities. "The heightened ability to target and engage audiences watching video on digital devices presents a massive opportunity to advertisers," she said. "The hope is that as we continue to see more and more innovative digital video content and accompanying effective ad products, that marketers will continue to invest more in this explosive opportunity."

Last year, five thousand people attended the NewFronts, up from the 1,000 who streamed through the doors in 2012. More are expected this year. Also, in 2013, there were only two print-centric publishers – Conde Nast and the Wall Street Journal – at the NewFronts. This year adds Time Inc. and National **Geographic to the list. In fact, there's** a lot more room for more presenters this year since IAB expanded the NewFronts to two weeks and sliced presentation times from three hours to two.

"We received a tremendous amount of interest from the original digital video creation community to participate this year," said Van Ullen. "Additionally, it was important to the IAB and the NewFronts Founding Partners that we be inclusive of smaller and **innovative content producers who didn't make it into the week last year.**" That has opened the door to such creators as Maker Studios, PopSugar, Vice Media, Glam Media, BuzzFeed, and others.

While no brands would divulge what exactly they plan to unveil at the NewFronts, plenty offered up teasers. Gabriel Lewis, vice president of AOL Studios & AOL On Originals, told Cynopsis that his company will unveil a "new slate of shows that will reinforce our Authentic Voices, Remarkable Stories tagline" as well as announce returning shows and "innovative partnerships." Yahoo plans to spotlight its "new content, products, and insights for brand advertisers who are looking to engage a large, targeted audience."

Founding member Google will focus its event on Google Preferred, which gives brands **exclusive access to their audience's favorite** content on YouTube. Preferred will allow clients to reserve the top 5 percent of YouTube content across 14 vertical lineups, such as Beauty & Fashion, Comedy, Food, Music, and Sports. The company has also seen a lot of success with brands creating content on YouTube. Last year, three of the top 10 trending videos on the site were ads from Volvo, Evian, and the movie *Carrie*. It hopes to continue that trend by offering content creation consulting services.

The Wall Street Journal is looking to reinforce that **it's a multiplatform brand and show** advertisers that it has "a range of products (it) can deploy on their behalf," according to Trevor Fellows, Head of Global Media Sales at the Journal. "We have journalists who can get in front of a story, to drive compelling video early," Fellows told Cynopsis. "Ours is an integrated newsroom. When complicated stories come up, [such as the disappearance of the Malaysian plane], we have the team structure that can cover these events." He also noted that the Journal wants the video to augment the user **experience and the company won't resort to having video automatically play when users load a page. "Video shouldn't be crammed down the users' throat," he said. "It needs to work best when the user thinks 'I want to watch that.'"**

The New York Times would also like to be perceived as more than a newspaper company and has doubled the size of its video team in the last year. "The Times is part of our national culture, a place to go to find the most interesting topics that are being talked about every day," said Rebecca Howard, General Manager, Video, at the Times. "Times Video proves that great journalism pulls you in and that we are in a new chapter **that is 'Beyond Words,' which is what we're calling our event.**" **The organization will** unveil new programming, a video hub, a custom content studio that is aimed at creating video series for advertisers, and fresh sponsorship opportunities.

**Sony's Crackle joined the NewFronts last year, so in addition to presenting new** programming this year, it will devote some of its presentation to sharing studies of how it delivered against its promises of a year ago. Meanwhile, Maker Studios will make its NewFronts debut with "new programming, new advertising tools, comprehensive research, and deeper partnerships," according to Jason Krebs, Maker Head of Sales. Another first-timer, BuzzFeed, plans to "share [its] approach and how [it] works with brands," according to Jonathan Perelman, GM of Video and VP of Agency Strategy at BuzzFeed, which launched **its video product about a year ago. "We've grown video a great deal and we're going to share our approach and how we work with brands,"** he added.

PBS Digital Studios had a banner year last year, winning five Webby awards and being named Best Branded YouTube Channel by Mashable, and is hoping to build on that with more topic-centric communities on YouTube. The hope is to further engage an already passionate one-million-**strong subscriber base. "It's smart programming that** deeply engages audiences, who in turn give thoughtful responses and spark meaningful conversations," Matt Graham, Senior Director, PBS Digital Studios, told Cynopsis.

Scripps Networks Interactive will present content that complements its on-air programming as well as original video content and branded entertainment it has created with advertisers. "We'll also highlight the work we've been producing through ulive.com, our lifestyle video site and distribution network, in categories like parenting, wellness, and beauty," said Gallagher. SNI has created digital video extensions around such popular shows as Brother vs. Brother and House Hunters, and has also developed digital originals such as its Weekday Crafternoon series on HGTV.com. "Ultimately, we hope our marketing partners will think about us a little bit differently when they walk away from our presentation and that they'll come back in the following weeks and challenge us to come up with some smart marketing solutions for them," Gallagher said.

DigitasLBI, another of the NewFronts' founders, is the sole media buyer presenting. According to John McCarus, SVP of Social Content for the company, it will help buyers think through all of the different strategies, tools, and opportunities. It also aims to provoke. "We also need to stop and take a look at ourselves as buyers, planners, and brands-and get real about *what's in the way*," McCarus said. "DigitasLBI is putting a collection of voices onstage to challenge the audience; to provoke courage, fearlessness, and new thinking as a route to market ignition in content investments. It's time to turn the lens on ourselves to make this market."

"I think a big theme that will emerge this year is the need for successful media brands to excel in multiple disciplines, from content to technology to publishing," said AOL's Lewis. "It will be interesting to watch new lines being drawn where it comes to content distribution, new and developing mobile and OTT models, and show formats."

Whatever lines are drawn, DigitasLBI's McCarus is ready to get things started: "The digital video market is fully formed, measurable, and easier to buy than ever," he said. "The evolution is rapid. Let's not sit on the sidelines. We want our clients to be first."

For Winkler, he's looking for one simple thing: "I want a credible alternative to traditional video with an incentive to act," he said.

Let the NewFronts begin.

**Other**

**Broadcasting & Cable; [Viewers Up to Buy Products Advertised on DIY, Sprout, INSP](#); April 22, 2014**



CURRENCY

## Viewers Up to Buy Products Advertised on DIY, Sprout, INSP

Viewers say they are more likely to buy products advertised on some networks than on others. Topping the list in a 2014 study by Beta Research are DIY Network, Sprout and INSP, all getting the nod from 36% of those surveyed.

Four of the top eight networks on the list are Scripps Networks Interactive channels. In addition to DIY, viewers fingered HGTV, Cooking Channel and Food Network as among the ones with the most persuasive advertising.

Also among the top 10 networks were Destination America, National Geographic Channel, and Nick Jr.

The average broadcast network was named by 20% of viewers, according to Beta.

Beta also asked viewers which networks were among their favorite channels. Named by more than half of those surveyed were Discovery Channel, History, HGTV and National Geographic Channel.

Beta conducted an online survey of 4,461 cable subscribers during January for this study. The study measured 59 basic or digital basic cable networks with more than 50 million subscribers and the top four broadcast networks.

The average broadcast channel was named as a favorite by 38% of respondents.

Another question asked of viewers was which networks had content they liked to watch on smart phones, tablets and computers. The most named networks were Sprout, Disney Channel, NFL Network and INSP, all identified by 33% or more viewers.

**The average broadcast channel was cited for having programming they'd like to watch on a digital device by 21% of those surveyed.**

Cynopsis Media; [SPECIAL REPORT: CYNOPSIS MEDIA PRESENTS: Inside Today's Family Co-Viewing Craze](#); April 30, 2014

# CYNOPSIS MEDIA *Long Story Short*

## **SPECIAL REPORT: CYNOPSIS MEDIAPRESENTS: Inside Today's Family Co-Viewing Craze**

04.30.14

By [Cathy Applefeld Olson](#)

Family co-viewing. Not since "TV dinner" has a phrase been so widely extolled in the kids media market.

Networks' drive to offer TV together time is, of course, largely advertiser-driven. Having mom and dad in the room means they just might catch that commercial for best new family car, vacation spot or insurance policy. Kids are more influential than ever in family purchasing decisions, and this year's Upfronts firmly demonstrated a big leap beyond the traditional kids categories of toys, media and food.

"The kids' market has definitely changed. Our biggest growth category has been non-endemic advertisers," says **Ron Geraci**, EVP of Research at **Nickelodeon**, where in 2013 non-endemic revenue was up 15% with big deal-makers including **Toyota**, the **U.S. Postal Service** and the **U.S. Tennis Association**. "These aren't advertisers just coming to **Nick at Nite**. These are partners who want to be on all of our kids' platforms because of our family appeal."

But there's more to the picture. The rise of segmented programming has produced fabulous content targeting specific adults or kids, but left a gaping hole that used to be filled by the Cosbys and the Cunninghams from **Happy Days**. Parents are nostalgic; kids are hungry to connect. Consistently, in every piece of recent research, today's kids value family time above all else. "We all were fans of the TGIF shows-it was always a surprise to me that the franchise disappeared," says **Nicole Cleary**, **Hub** Network's VP of national ad sales.

"What we started seeing several years ago is that families were looking for ways to watch television together," says **Alison Bryant**, co-founder of

**PlayCollective**, which provides research and consults for a host of children's media companies. "The '90s into the 2000s saw a big decline in content for the family. So the conversation in the industry has now hit a bubbling point."

Bubbling over, in fact. The question now is, how are networks differentiating their family-viewing proposition from one another?

"The Disney brand has always been a family brand—it's our legacy," **Gary Marsh**, president/chief creative officer of **Disney Channels Worldwide**, tells CynKids. For Disney Channel, "We knew that rather than strictly target kids, we could be more effective as programmers, and more inclusive, if we facilitated experiences that the whole family could enjoy together." The network's mantra, he adds, is "kid-driven, family inclusive."

Hub Network was created four years ago as a family viewing center, and this year is hammering home its commitment to that market by shifting the primetime programming focus from acquired content to series developed in-house. On the slate are an original series featuring Internet phenom **Kid President**, and Freaky Friday-esque reality show **Parents Just Don't Understand**.

"We had never produced programming specifically for prime time. All of our primetime programming had been acquired, and we hadn't make a financial investment," says network president Margaret Loesch. "I felt like the network wouldn't succeed long-term on just acquired programming in prime. So rarely do families get to sit down and be together, and it's treasured time. And television has always been the place to gather." At **Turner**, the decision to flip **Boomerang** into an ad-supported network is not, in fact, all about ad revenue, says **Joe Hogan**, EVP, Kids & Young Adult Ad Sales. "The opportunity on Boomerang is not for us to simply have another commercial network, but to offer programs that parents and kids can enjoy together," he says.

For the nets targeting the youngest viewers and their adults, catching parents in "caring-for-their-family-mindset" is critical, says **Sprout** president **Sandy Wax**. PBS Kids sprinkles its programming slate with characters like Curious George that parents love and kids love to discover. And at **BabyFirst**, "We offer such a playful environment, and it's interactive," says new EVP ad sales, **MJ Cavanagh**. "Moms are looking for ways to interact with their babies and preschoolers."

No matter what age the children, family viewing is generally not happening the way it did back in the day, notes Bryant. With few exceptions including DVR'd movies and some SVOD content, "for most TV content, family viewing



doesn't mean literally every person in the family is sitting in front of the TV. It usually happens in duads or triads," she says.

"How do you take what works well in movies—we hear a lot about **National Treasure** and what Marvel and Pixar deliver and create high-action TV that's kid appropriate, and often has higher production costs?" Bryant asks. "Family programming on TV still tends to be sitcoms and game shows. We don't have a lot of action that works well across the family."

Event movies are drawing families at many of the kids networks, particularly Disney Channel. Last year's **Teen Beach Movie** "connected with kids, families, moms and even grandmoms," says **Rita Ferro**, EVP, Disney Media Sale and Marketing. "It was a cross-generational success story." No surprise, the network just greenlit the sequel for next year, and is also pinning big family-viewing hopes on upcoming movie **Descendants**, about the offspring of some of the studio's biggest villains.

Co-viewing is also big around awards shows events, a fact that wasn't overlooked when Nickelodeon recently decided to spin off its **Kids' Choice Awards** concept to a **Kids Sports Choice** show. This past year's Kids Choice delivered its largest-ever co-viewing audience, says Geraci, who notes 35% of K2-11 watched with an adult—a 25% increase over last year. "Event programming will continue to be a big co-viewing opportunity for us," he says. "The new Kids Choice Sports is another example of how we want to take something that's very relevant in kids' lives today—sports—and give them a voice and an opportunity to create a big event the whole family will love."

As they continue to woo families, Bryant says kid-centric networks should consider that their biggest TV competition may be coming from outside the kids media realm. "Reality [competition] shows are interesting; families really enjoy watching them. We've seen lots of strong interest recently with **Dancing With the Stars**." Other shows scoring big in recent PlayCollective research are **Discovery Channel's Mythbusters**, and shows on Scripps' **Travel Channel** and **Food Network**.

"They hit all the points. They're educational, which parents love—and kids love to learn," she says. "My big question is always, are they really watching? Based on our experience in homes, sometimes parents are in the room with the kids but to get them to watch the shows and be engaged in them is a whole different story." In the end, the proof will be in the programming. As Loesch looks forward to Hub Network's upcoming originals, she says, "Let's see what the programming looks like. If it resonates with parents and kids, we've done our job. If it resonates with only one or the other, we haven't."

Cynopsis Media: A Cynopsis Message from Scripps Networks Interactive; April 22, 2014

# CYNOPSIS MEDIA

EDITIONS

UPFRONTS

AWARDS

EVENTS

## 04/22/14: NBC's Today strikes radio deal; Netflix announces price hike; tru TV rebrands to appeal to "funseekers"

Cynopsis | By: Cynopsis Media | April 22, 2014 |



A CYNOPSIS MESSAGE FROM **SCRIPPS NETWORKS INTERACTIVE**

**LIFESTYLE** is inspiring...

#1 for inspiring viewers to purchase products.

**LIFESTYLE** is entertaining...

#1 Most Favored Network Group

**LIFESTYLE** is inclusive...

#1 Most Motivated Audience

**LIFESTYLE Is Our Business.**

**Scripps Networks Interactive. Life Lives Here.**

HGTV-DIY Network-Food Network-Cooking Channel-Travel Channel-GAC-Ulive-SNI Digital

Cynopsis Media: A Cynopsis Message from Scripps Networks Interactive; April 28, 2014

# CYNOPSIS MEDIA

EDITIONS

UPFRONTS

AWARDS

EVENTS

## 04/28/14: NBC stands behind its Meet the Press anchor; Scandal actor out amid violence allegations; Seth Meyers carries on Late Night Emmy tradition

Cynopsis | By: Cynopsis Media | April 28, 2014 |



A CYNOPSIS MESSAGE FROM **SCRIPPS NETWORKS INTERACTIVE**

**LIFESTYLE is our business. And business is good...**

**#1-Highest Concentration of Upscale Viewers.**

**#1-Most Ad Receptive Audience**

**#1-Most Motivated Audience**

**#1-Audience with Highest Discretionary Income**

**Scripps Networks Interactive. LIFE LIVES HERE.**

HGTV-DIY Network-Food Network-Cooking Channel-Travel Channel-GAC-Ulive-SNI Digital



## Lifestyle focus: going global, looking for local

5 days ago by [Kevin Ritchie](#)

**As U.S. cable nets broaden their horizons with international expansion, and as regional networks look to stave off the competition, lifestyle programming is getting hotter globally. *Realscreen* looks at what makes lifestyle content work in various global markets.**

### EUROPE

Scripps Networks Interactive produces 2,000 hours of lifestyle content across food, home and travel. In 2010, when the company began expanding internationally with Fine Living, Food Network and Travel Channel, a key concern was whether its U.S. franchises would translate abroad.

Four years later, series such as the Guy Fieri-hosted *Diners, Drive-Ins and Dives*; *House Hunters International* and *Million Dollar Rooms* form the backbone of its global outposts' primetime schedules, complemented by local content or local versions of its formats. However, where those programs are scheduled and on what channels are decisions made by local managing directors.

"I'm a big believer in the programmer's gut or intuition. In each of our markets, programming decisions are made locally by people who are of that culture," says Jim Samples, president of Scripps Networks International.

But intuition is not everything. As the company moves into a new market, it does focus group testing and formal research into local interests. Ahead of Fine Living's launch in Italy this spring, Scripps looked at whether Italians, who are renowned for their culinary traditions, would enjoy watching a show such as *Diners, Drive-Ins and Dives*.

The answer was yes, but not for the same reasons as Americans. "It was reaffirming that they liked those shows," adds Samples. "Not necessarily because they like that food or want to make it, but because they find it entertaining."

Since talent is a key factor in a show's international appeal, Passion Distribution, which sells several Scripps titles, relies on characters emerging from the U.S. market. A personality's

charisma is hard to replicate, but Passion director of sales Emma Simpkins says hosts who appeal to multiple demographics and are not too polarizing work best.

“We rely on how a [talent] performed in the States, the ratings and any book publishing deals that they’ve done,” she explains. “We would make sure we’re telling that story as we’re pitching the program internationally to put it in that context: This is the beginning of someone new and exciting who is really worth investing in.”

In developed television markets, lifestyle has shifted away from instructional series toward talent-led, entertainment-based shows. However, in global markets, ‘how-to’ series, such as *Barefoot Contessa* starring Ina Garten (which Scripps will air on Fine Living in Italy), can still rate well in primetime.

Munia Kanna-Konsek, head of sales for Beyond International, points towards property series as faring well internationally, with an onus on renewability and adaptability.

“Both *Love It Or List It* and *Income Property* are two of our biggies in this genre and both with multiple series produced,” she says, adding that key elements for their success include “two hosts who can play off each other, or a single host who can engage in good banter with the people actually doing the hard work.

“Ultimately it is the entertainment factor and the surprise or ‘reveal’ element that everyone is waiting for,” she adds.

Discovery Networks International, which operates female-skewing cable nets TLC, Discovery Home & Health and Real Time (Italy), is seeing global traction with extreme medical or health programs such as *Body Bizarre* and *My Naked Secret*, as well as docuseries based on a subculture, such as *Breaking Amish*.

The DNI production and development team commissions for Western Europe, the Nordics, Central and Eastern Europe, Middle East and Africa, Asia-Pacific and Latin America in partnership with regional programming teams who give input specific to what does and doesn’t work in a given territory.

“It’s difficult to make a blanket statement of what doesn’t work. Right now food and travel is a priority for [Asia Pacific], but not our other regions,” says Jon Sechrist, DNI’s vice president of production and development. “This isn’t to say food and travel don’t work everywhere, but rather that there isn’t a need for the DNI team to spend time and resources developing it.

“If a genre isn’t in demand amongst the majority of regions, DNI will leave the development and production at the local level or the regional programming teams can build out their schedules and fill any voids with acquisitions,” he adds.

Jon Rutherford, VP of international sales at Toronto-based distributor Tricon Films & Television, says there still needs to be a more traditional element in food programming in order for a show to sell well, particularly in Eastern Europe and Asia.

He notes that “very solid, well-produced lifestyle that doesn’t tend to skew more towards reality” will sell but that “the entertainment value has to be there and increase year by year.”

In Central and Eastern Europe, Canal+ and DNI’s TLC channels are a big focus for London-based distributor DRG, in addition to smaller niche cooking channels and BBC Lifestyle in Poland.

The international roll-out of TLC, which began in 2010 with a launch in Norway, has seen the network move into 329 million households in 167 markets, with a free-to-air launch for Germany next on the schedule for April.

Both larger and smaller networks are looking to block off a large part of their schedules with returning series, such as *Don’t Tell the Bride*, which airs in numerous international markets via TLC, and *Steven & Chris*. “Volume becomes very key to these markets,” says Patrick Roberts, SVP of international sales for DRG.

However, Mark Dee-Shapland, a sales manager for Off The Fence who works in the Eastern European market, cautions that lifestyle channels are turning more local as the TV markets develop and interest in foreign content wanes.

“A lot of the channels are looking for localized lifestyle shows more than ever,” he says, naming TVN in Poland and Polsat as two networks in particular that are looking more locally as of late. “It is easier for people to relate to, particularly given their political history. The glossiness of the consumerist and the blingy type of lifestyle doesn’t really resonate. They want to see local ideals put on to the channel.

“Euro feeds will start breaking down because they’re not catering properly to local channels,” he adds. “You’ll see more micro broadcasters popping up in the Balkans, Romania, Hungary and the Czech Republic that will cater to two or three countries but can tailor their programming more.”

As for genres, he is seeing interest in family shows, wedding shows about expensive dream weddings, adventure travel and cooking programs about healthy eating, selling well in Eastern Europe.

## **ASIA**

Last April, Scripps acquired the Singapore-based pay-TV channel Asian Food Network (AFN), which reaches eight million subscribers in 11 markets. Food Network and Travel Channel were operating in Malaysia, Singapore, Mongolia, The Philippines and Taiwan, but AFN had a more established presence in the region, so the acquisition enabled Scripps to consolidate operations in Singapore.

The company did research to determine whether the market could support two food-focused nets. AFN drew local production from around the region, while Food Network Asia tended to focus on

programs originating overseas. Ultimately, Scripps saw the acquisition as a way to reinvest and improve the quality of local production while focusing Food Network Asia on international fare.

“We had to make the decision whether we would retain both networks,” says Samples. “We’ve gone from having literally no one in market there to having a full contingent in our Singapore office.”

While character-led programs can help a network punch through in a crowded market for cable and digital platforms, there are so many networks that commissioners need long-running lifestyle series to fill up schedules, which tend to be of the how-to variety.

“A lot of lifestyle content is moving a bit more into primetime, so they can be more picky but they also need faces they can own and use for promotion,” says Passion’s Simpkins, adding that series several seasons deep such as *Cupcake Wars* (pictured) and *Ace of Cakes* sell well in Asia. Harder markets to crack are Japan and, to a lesser extent, South Korea, where local lifestyle programming rates well. However, South Korea is a growing market for formats, such as *MasterChef*.

An international format can lead a distributor’s way into a market already crowded with local lifestyle programming.

“Once you get really strong brands like that in the market it encourages more competition,” says Patrick Roberts of DRG. “It’s the general love of food and culture that is driving that particular trend in South Korea.”

Shows about dating and bridal also do well but it’s a genre that can tend to brush up against cultural differences. GRB Entertainment’s *Pregnant and Dating*, which is about mature women who opt not to marry the father of their children, sells well globally.

“It was really interesting how a lot of women’s channels came on board, but channels that are more family-oriented didn’t like the topic as much,” says Mike Lolato, GRB’s SVP of international distribution, adding that the series sold well in the UK and Scandinavia but has not had much traction in Asia or Eastern Europe.

“I can’t put a stamp on the moral compass, but I think in some Asian countries that are more conservative, not being married is looked down upon,” he continues.

## **LATIN AMERICA**

Latin America will be a large focus for Scripps Networks International in the year ahead. A few years ago, the company began restricting programming sales in the region with the intent of launching its networks there later in 2014.

“In Latin America our plan is to do a ground-up launch this year,” says Samples, adding he expects the company will adopt a similar strategy as it has in Asia, with big franchises anchoring primetime and local production in a supporting role.

Most distributors interviewed agree that tastes in Latin America run similar to those in North America when it comes to lifestyle. However, there are some differences when it comes to property. Home reno programs are popular but shows that are too North American-centric can fall flat. Tricon represents the Architect Films-produced series *Decked Out*, *Deck Wars* and *Disaster Decks*.

“In Latin America and some parts of Europe it’s not as common to have a backyard and a big, grand wooden deck,” says Rutherford. “So it does depend, but in most cases, the general themes still apply: real estate does well, as do the subgenres.”

In these markets, aspirational property shows work well. UK-based distributor Hat Trick International has found success with *George Clarke’s Amazing Spaces*, about people who transform boats, caravans, bathrooms and even treehouses into ambitious design schemes.

“They’re not run-of-the-mill designs and improvement schemes so they are not run-of-the-mill people that are doing them,” says Sarah Tong, Hat Trick’s director of sales. “It’s inspirational because it’s not about really expensive, ridiculous things. They are achievable.”