

CableFAX Daily™

Wednesday — April 28, 2010

What the Industry Rec

21 / SPECIAL

All Hail Our Best of the Web and CableFAXIES Honorees

We say this every year, but the entries for our "Best of the Web" and CableFAXIES awards were beyond stellar. The level of creativity, innovation and expertise out there in the cable world is astounding. Enjoy!

Best of the Web

When it comes to digital activities ranging from the Web to mobile applications and beyond, cable just keeps getting better. We hope the following rundown begins to explain why we consider these campaigns, executives and initiatives among the best.

Best Ad/Series of Ads Video

Winner

Fancast - Comcast Interactive Media - See It For Yourself Campaign

With the start of the Fall TV season, Comcast's Fancast set lofty goals, including getting 7.5mln monthly unique visitors by year-end. By the time we were singing "Auld Lang Syne," Comcast had reached 11.3mln monthly uniques and exceeded other goals as well. Comcast went full throttle. And in the end, the campaign created huge awareness for Fancast, which obviously faces tough competition these days from Hulu (We'll have to see what happens after Comcast absorbs Hulu partner NBCU). Tactics included everything from traditional ads on TV to interactive bus shelter ads outdoors to email marketing, one-click banner ads and social media. Commitment equals success, folks. It's that simple.

Honorable Mention

Turner Sports/NASCAR.COM - "Off the Track w/Tony Stewart"

Best Overall Websites: Cable Network - Large

Winner

AMC - AMCtv.com

Put simply, AMC's Website combines simple navigation, video-rich features, user interaction and a social media sensibility to catapult it to the top of our heap

this year shine excellently work by com ly in stre save is doi

Honoral

Discovery D
G4 - G4tv.com
Scripps Netw
Scripps Netw

Best Ov Network

Winner

Current Med

When 2 of C months in a clear that this take risks an that focus on while fleeting a mainstay o that tradition lighter activ even one th favorite brands. Current's online reach has increased 20 fold in only the last 3 years. Considering Current's commitment, that doesn't surprise us.

Honorable Mention

Discovery Networks International -
Discovery Kids Latin America

ECLIPSE WEBSITE IS A WINNER!

See next page!

tv.com ar of net- Show ave tend- 00% ad MC

Cable size

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Best Overall Websites: Regional/Local Programmers

Winner

Bay News 9 - Baynews9.com

With its Bay News 9 24-hour local TV news network in the Tampa Bay area, Bright House Networks has demonstrated first hand how to run a first-rate news operation that competes handily with local broadcasters. And with the evolution of Baynews9.com, the MSO has also shown that cable can create an equally compelling online presence around local or regional programming. It's hard to muster anything but praise for this excellent site. Its recent integration of social media and other features allowing customization and a high degree of user interaction makes this an exemplary site for any cable operator looking to solidify its local presence.

Honorable Mention

YES Network - YESNetwork.com

Best Overall Websites: Technology & Other Vendors

Winner

Eclipse Marketing Services, Inc. - Eclipse Marketing Services, Inc. Website Re-Design

Direct marketer Eclipse Marketing Services wanted to strengthen its brand to the cable and entertainment industry community—so it set out to create a user-friendly, B2B site that would set it apart in the marketplace. The result was a well-designed and visually intriguing site that's easy to navigate and focused wholly on its specific audience. The results speak for themselves: Eclipse got roughly 50% more "Contact Us" requests than before the redesign, which by the way was done on the cheap entirely by staff members. Kudos.

Honorable Mentions

ActiveVideo Networks - Launching Cloud TV

Metaswitch Networks - Metaswitch Networks

Blog or Series of Blogs

Winner

Travel Channel - Anthony Bourdain's Blog

If you thought quirky foodie Anthony Bourdain was entertaining on television, check out his blog. It's often packed full of entertaining anecdotes and relevant info for the traveling food addict. And every now and then,

Bourdain just goes off about random subjects that have nothing to do with any of that. It's all part of Travel's strategy to extend Bourdain's brand beyond the screen, employing a savvy mix of social networking tools to push the blog to more than 250K views per month. Linking to Bourdain's musings is everyone from niche food bloggers to larger media outlets like *New York* magazine.

Honorable Mentions

AMC - "Mad Men" Blog

Motorola - Motorola MediaExperiences2Go Blog

Corporate Social Responsibility/ Education

Winner

Discovery Communications Planet Green - Planet Green Blue August Campaign

When Discovery sets its mind on something, it doesn't mess around—and that certainly was the case with Planet Green's "Blue August" campaign, which fused grassroots activism with multiplatform marketing power to create an impressive initiative to raise awareness of the plight of our ocean and water resources. What Planet Green describes as a "true 360-degree content initiative" included short-form content with Phillippe and Alexandra Cousteau, the premiere of the "Blue Planet" series, integration with its TreeHugger.com property, and even coordination with the United Nations Environment Programme. The initiative led to Planet Green's highest rated month since its launch and coverage in dozens of major media outlets.

Honorable Mention

Comcast and Discovery Education -

Discovery Education on Demand by Comcast

Email Newsletters

Winner

WEtv and Wedding Central - WEtv.com's WETreat Newsletter

Sometimes simplicity works. And sometimes, it comes down to knowing your audience. In both cases, WE tv found much success with WE Treat, its bi-weekly email newsletter that combines timely topics, useful tips, recipes, videos, quizzes, info on pets... you name it. And it's all smartly targeted to its loyal following of women 18-49. Started in Apr 2009, the newsletter's readership has grown to well over 300K registered users, with more than 12M in total emails sent. The open rate tracks at 12%,