

BNC

Bragman Nyman Cafarelli

FIRST LOOK

FIRSTLOOK

The concept for BNC First Look was created at the start of the millennium to offer clients and agency partners an insider's perspective on emerging trends in the worlds of entertainment, lifestyle and pop culture. Since the inaugural edition of BNC First Look, a monumental shift has occurred in the way consumers engage media and the world around them.

Recognizing that media delivery platforms were either rapidly evolving (mobile content, digital music downloads, online programming, BluRay DVD, reality television, satellite radio, blogs, etc.) or losing share of voice (newspapers, periodicals, CDs, sit-coms, broadcast radio, national network news, et al.), BNC First Look has been refashioned to better serve our readers needs.

Those of you who remember BNC First Look will welcome its return while those new to the platform will discover a wealth of information and insights.

We hope you enjoy this first edition in the re-launch of BNC First Look.

To subscribe or unsubscribe, please email mchun@bncpr.com



CELEBRITY ENDORSEMENTS & PARTNERSHIPS

- Patrick “McDreamy” Dempsey will direct and star in the campaign for a new Avon men’s fragrance.
- Baskin Robbins hired Tori Spelling to host an event in Los Angeles celebrating their new line of soft serve ice cream.
- Grammy Award-winning artist Usher is partnering with Sony Ericsson to market Sony Ericsson’s Walkman music phones in the U.S., Canada, and Europe.



FASHION

- New Balance is teaming with Sesame Street for a co-branded collection of children’s shoes that will debut in July and sold in major retailers including Finish Line, Foot Locker, and Hibbett Sports. New Balance has a four year multi-million dollar sponsorship agreement for the Sesame Street program until 2010. The company is also the exclusive national sponsor of Sesame Workshop’s traveling museum exhibit, “Sesame Street presents: the Body.”
- Puma is opening a new office in LA dedicated to entertainment marketing. The office will be geared at increasing the company’s partnerships and product interaction with music and film celebrities.
- Longchamp has collaborated with Jeremy Scott on a bag that has navy boot prints all over it.
- Rachel Bilson is partnering with DKNY to design a junior sportswear line called

Eddie Rose that will debut this fall.

- Katie Holmes is partnering with Armani to design a high end collection for toddlers.
- Despite the poor economy, Hermes plans to open a men’s-only store across the street from its flagship NYC store, according to the Wall Street Journal. The 5,800-square-foot store, on New York’s Madison Avenue, is slated to open in fall 2009. Hermes also reaffirmed plans to put \$250 million towards renovating its existing boutiques and opening more stores in the US and emerging markets.



MUSIC

- Island Def Jam Music Group (IDJ) and Procter & Gamble’s TAG brand announce the formation of a new hip-hop record label, TAG Records. The new label will be led by hip-hop mogul Jermaine Dupri, who will act as president of the New York-based venture. As president, Dupri will set the creative vision for the label and play an integral part in identifying and developing its musical talent. The launch of TAG Records is part of the TAG brand’s initiative to cultivate relationships with the urban community through the development of programs that provide opportunities for aspiring hip-hop talent.
- Clear Channel is launching a new multi-genre radio station format inspired by the lineup of Coachella Valley Music and Arts Festival. Known as eRockster, the station will be carried as the second HD radio channel for a number of Clear Channel rock stations across the country and will be featured in a weekly programming block on terrestrial stations.



• Notable upcoming album releases include:

- Ashanti - The Declaration
- Common - The Greatest Story Ever Told
- The Cure
- Radiohead - The Best Of EMI albums
- Gavin Rossdale - Wanderlust
- Alanis Morissette - Flavors of Entanglement
- N.E.R.D. - Seeing Sounds
- Busta Rhymes - Blessed
- Coldplay - Viva la Vida or Death and All His Friends
- Ice Cube - Raw Footage
- Missy Elliott
- Nelly - Brass Knuckles
- Three 6 Mafia - Last 2 Walk
- Weezer - Weezer
- G-Unit - T.O.S. (Terminate on Sight)
- Nas
- The Game - L.A.X.
- Jonas Brothers
- Motley Crue - The Dirt
- John Mellencamp -Life, Death, Love and Freedom
- Coolio - Steal Hear
- Ne-Yo - Year of the Gentleman
- T.I. - Paper Trail
- Solange Knowles - Sol-Angel and The Hadley Street



TV

• The WB, the TV network discontinued in 2006, will come back in the form of a website that combines short original series with classic shows. The move is in response to young crowds turning to the Internet more and more for entertainment.

• CBS Television, the syndicated-programming arm of CBS Corp, is forming a special ad unit within its ranks that aims to spark discussions of product integration earlier in the development process – yet another sign that advertisers and media outlets are tackling deals with multiple layers.

• The CW announced it will pull episodes of its popular Gossip Girl drama online on cwtv.com. The move is designed to boost ratings for the program, which has developed a loyal online following but has failed to attract a sizable TV audience.

• Comedian D.L. Hughley has just been announced to host the 2008 BET Awards at The Shrine Auditorium in LA on June 24.

• Denver Nuggets star and Team Jordan athlete Carmelo Anthony will star in a reality show on BET called “Carmelo’s Way”

• Talk show host Kelly Ripa and her actor husband Mark Consuelos are working with TLC to develop a reality series around them.

• HBO has picked up the US adaption of the BBC comedy series Sensitive Skin, with Kim Cattrall in the lead, reports the Hollywood Reporter. Cattrall will also take on an executive producer role. The story revolves around a middle-aged NY wife and mother – who begins to question her choices in life as well as her sexuality.

• MTV ordered a slew of new programs to series:

Untitled reality show with 50 Cent as host to search for the next street-wise business leader.

Buzzin' - a comedy reality series that will document the rise of music artist Shwayze

Busted - 30m series about kids breaking the law

Making the Rock Band - spinoff of Sean "Diddy" Combs' music reality series
Docu-series that chronicles T.I.'s community service work and his time before jail.



FILM

• LG partners with Paramount Pictures Iron Man on a TV, cinema, and mobile text messaging campaign to back its featured position in the movie. Iron Man's alter ego, genius inventor Tony Stark (Robert Downey Jr), uses an LG phone to save the day in the action flick. To support the campaign, LG produced limited number of "Iron Man" phones, specifically a \$2,000 model plated with 18 karat gold. None will be for sale but LG is giving the phone to publishers to use as prizes.



• Spike Lee announced at the Cannes Film Festival that he is directing a feature-length documentary about basketball legend Michael Jordan. The project will feature previously-unseen footage shot by NBA cameras during the final two years in Jordan's career, the 2001-02 and 2002-03 seasons.



UPCOMING EVENTS

June 1st / MTV Movie Awards / Gibson Amphitheatre, Universal City

June 2nd / CFDA Awards / NY Public Library, New York

June 5th / 2008 NBA Championship Game / Location TBD depending on final teams

June 9th - June 15th / US Open Golf Championship / Torrey Pines Golf Course, San Diego

June 11th - June 15th / Maui Film Festival / Wailea Maui Arts & Cultural Center, Maui

June 12th - June 15th / North by Northeast / Various Venues, Toronto Canada

June 12th - June 15th / Bonnaroo Music Festival / Manchester Farm, Manchester, TN

June 15th / Tony Awards / Radio City Music Hall, New York City

June 20th / Daytime Emmy Awards / Kodak Theatre, Hollywood

June 23rd - July 6th / Wimbledon Tennis Championships (London) / The AELTC Grounds, Wimbledon

June 24th / BET Awards / Shrine Auditorium, Los Angeles

July 4th - July 6th / Essence Music Festival / Louisiana Superdome, New Orleans

July 19th - August 3rd / 2008 Mercedes Benz Polo Challenge / Bridgehampton Polo Club at Jetone Jets Field, Bridgehampton, NY

July 20th / ESPY Awards / Kodak Theater, Los Angeles

July 31st - August 3rd / ESPN Summer X Games / Home Depot Center, Carson

August 3rd / Teen Choice Awards / Gibson Amphitheater, Universal City

2008 MAJOR TELEVISION NETWORK UPFRONTS REPORT

BNC was at the annual TV Upfronts and is pleased to give you a First Look at recent industry developments and what to expect in the coming year.

Upfronts Overview

Media analysts have been forecasting a paradigm shift in television advertising and corresponding sales practices since the introduction of TiVo and other DVRs (digital video recorders) at the start of the new millennium. While alternative marketing practices such as product placement, paid integrations and branded content sponsorships have increased in both impact and application, the 30 second spot is still alive and kicking. What ultimately seems to be shifting, however, is how and when those spots are sold.

Programming content has traditionally been created in a network vacuum with ad units sold to advertisers based on anticipated program receptivity from targeted consumer segments and a given program's projected commercial viability. The result was a weeklong blind date between content creators and ad buyers which became an incredibly costly proposition for networks and what is best described as high stakes gambling for advertisers. This somewhat mystical, mythical process, known as the TV Upfronts, takes place each year in May and, after the tumultuous 2007 TV season, may have changed forever.

Television Landscape

The 2007 WGA (Writer's Guild of America) strike all but gutted much of the 2007 TV season and dramatically impacted the number of pilots beginning production in the Fall. The initial impact was felt by networks and their advertisers faced with dismal viewership due to a TV landscape populated by shortened seasons (Prison Break), aborted seasons (24) and repeats. At least one network reportedly returned millions of dollars to advertisers due to the loss of viewership. (Source: NPR) The continuing impact is a much leaner output of new network offerings for advertisers attending this year's Upfronts presentations. One possible exception may be at ABC which claimed to have 20 pilots still in development. This approach may extend the buying season for ABC advertisers through the summer and possibly into a perennial program which, if proven effective, could become a model embraced by other networks. At cross-town rival Warner Bros., Television President Peter Roth had this to say, "This year was about target specificity, from the conception of an idea to its execution." (Source: TV Week)

Trend Report

With networks focused on delivering content with the greatest potential to sell ad units, several trends emerged while others were reinforced from previous seasons. The most visible new trend was reduced initial output across nearly every network. A returning trend is to "go with what you know." Gone are whimsical gambles featuring singing casino owners and vampire detectives and in their place are platforms with proven ratings success (gameshows like Deal or No Deal and American Gladiators) or series proven in other markets. NBC, ABC, CBS and FOX all tout programming based on successful shows hailing from foreign markets such as the U.K. (Kath & Kim, Worst Week, et al.) and Israel (The Ex List). A similar approach is being taken by CBS and FOX who have tapped successful series creators Jerry Bruckheimer and J.J. Abrams to work their magic with new series (Eleventh Hour and Fringe, respectively), while the CW is launching 90210 based on the popular 90's original, each with the hope their existing fans will carry over.

Add to this mix a formula presented by FOX dubbed Remote Free TV in which their two new dramas, Fringe and Dollhouse, will feature just five minutes of commercial advertising. That's roughly half the norm for a feature presentation. The thought is that with fewer "commercial interruptions" viewers will stay tuned and with fewer available spots, advertisers will pay top dollar for greater impact via more targeted messaging. Whatever the result, advertisers and brand marketers have fewer delivery options but in turn may have better prospects in delivering their message given the contracted entertainment landscape. Ultimately, what the networks are selling and advertisers are buying aren't simply ad units; the transaction is all about compelling entertainment.



ABC

- Returning drama series to the schedule: Boston Legal (final season), Brothers & Sisters, Desperate Housewives, Dirty Sexy Money, Eli Stone, Grey's Anatomy, Private Practice, Pushing Daisies, Ugly Betty and Lost.
- Returning comedies: Samantha Who? and According to Jim
- Returning reality/alternative series: America's Funniest Home Videos, Dancing with the Stars, Extreme Makeover: Home Edition, Supernanny, Wife Swap, 20/20, The Bachelor and ABC News' Primetime: What Would You Do?
- What's not on the fall schedule? October Road, Women's Murder Club and Cashmere Mafia. Also not on the schedule is another installment of Oprah's Big Give.



ABC New Series Descriptions:

- Life on Mars - Drama based on the BBC series of the same name about detective Sam Taylor who, after a car crash, wakes up in 1973.
- Opportunity Knocks - Host J.D. Roth will conduct a game show on a family's front lawn asking trivia questions based on the family's lives, friends and community, and objects found inside their home. Families who correctly answer questions about each other could win a semi-truck full of prizes.

ABC New Midseason Series:

- The Goode Family - Animated comedy series from Mike Judge, creator of King of the Hill, about a family determined to do the right thing concerning the environment, politics and social issues.



- Scrubs - Although not new to viewers, this comedy moves to ABC from NBC with the full cast in tow.

- Untitled Ashton Kutcher/Tyra Banks Project - Alternative series in the works which will offer an unusual twist on a beauty pageant.



FOX

- FOX opens its new fall schedule the week of August 25 with two-hour (8-10p) premieres of several shows: Prison Break - August 25; Fringe - August 26; Bones - August 27; Are You Smarter Than a 5th Grader? - August 29.

- FOX announced it will air the two new dramas, Fringe and Dollhouse, with fewer commercial breaks as part of an advertising initiative called Remote-Free TV. Both series will have just five minutes of commercials per hour which is about half the normal amount.

- Returning drama series to the 2008-2009 schedule: 24, Bones, House, Prison Break and Terminator: The Sarah Connor Chronicles.

- Returning comedies: American Dad, Family Guy, King of the Hill, The Simpsons and 'Til Death.

- Returning reality/alternative series: American Idol, America's Most Wanted, Are You Smarter Than a 5th Grader?, Cops, Don't Forget the Lyrics!, Hell's Kitchen, Kitchen Nightmares, MADtv, The Moment of Truth, So You Think You Can Dance, Talkshow with Spike Feresten.

- What's not on the fall schedule? Back to You, New Amsterdam, Return of Jezebel James, Nashville and Canterbury's Law.

- In anticipation of the return of 24, FOX will air a two-hour prequel special on November 23 at 8p which will set up the action for the seventh season “Day 7” which will debut in January 2009.

FOX New Drama Series Descriptions:

- Fringe - Science fiction drama from J.J. Abrams (Lost) about a team of investigators, led by an FBI Special Agent and a brilliant but crazy scientist who look into the ghastly deaths of an entire crew and passengers aboard an international flight that landed at Boston’s Logan Airport.

- Dollhouse - From creator Joss Whedon is a thriller about Echo, a member of an illegal underground group that all live in a facility known as the “Dollhouse” where they have their memories and personalities erased after performing assignments.

FOX New Comedy Series Descriptions:

- Do Not Disturb - Set in a hip New York City hotel called The Inn, this comedy focuses on the eclectic staff. Robert Wagner stars as the hotel’s owner and Jerry O’Connell as the manager.

- The Cleveland Show - Animated comedy about Cleveland Brown, a guy who has a second chance at love with his high school sweetheart, but who must also take on all her baggage.

- Sit Down, Shut Up - A second animated comedy about eight staffers of a high school located in a small northeastern fishing town who never put the kids first.

FOX New Unscripted Series Description:

- Secret Millionaires - Rich Americans leave their posh lifestyles to live in impoverished neighborhoods and have to exist on a minimum wage salary.

At the end of the period, the millionaires will choose some deserving individuals and give them at least \$100,000 of their own money which will change their lives forever.



CBS

- New series: CBS adds five new shows to its primetime lineup including two comedies and three dramas, in addition to a new Wednesday comedy block from 8-9p.

- Returning drama series to the schedule: CSI: Crime Scene Investigation, CSI: Miami, CSI: NY, NCIS, Without a Trace, Criminal Minds, Ghost Whisperer, Numb3rs, Cold Case and The Unit.

- Returning comedies: Two and a Half Men, The New Adventures of Old Christine, The Big Bang Theory and How I Met Your Mother.

- Returning reality/alternative series: Survivor, The Amazing Race, 48 Hours Mystery and 60 Minutes.

- Midseason pickups: CBS will add in later the new murder mystery series Harper’s Island and the half-hour comedy Rules of Engagement.

- What’s not on the fall schedule? Moonlight and Shark.

CBS New Comedy Series Descriptions:

- Worst Week - Sam Briggs tries hard to charm and please his fiancée’s parents but every time he’s at their house disaster strikes.

- Project Gary - Jay Mohr stars as Gary, a guy who juggles life post-divorce that includes two kids, a demanding ex-wife and a beautiful new girlfriend played by Jaime King.



CBS New Drama Series Descriptions:

- **The Mentalist** - plot surrounds Patrick Jane, an unorthodox detective and consultant with the California Bureau of Investigation, who uses his acute sense of observation to solve crimes. Simon Baker stars as Det. Jane.
- **Eleventh Hour** - Dr. Jacob Hood, a biophysicist and science advisor to the government played by Rufus Sewell, is called at the eleventh hour to investigate scientific anomalies and is passionate about protecting science from those who would exploit and misuse it. Based on a British miniseries and executive produced by Jerry Bruckheimer.
- **The Ex List** - A dramedy about Bella Bloom, a single woman in her 30s, who learns from a psychic that she's already dated her soul mate and she must find him within a year or be alone forever.



NBC

- NBC unveiled a 65-week schedule for prime time going into 2009, moving early to give advertisers more time to attach themselves to the network's programming.
- Returning series: Lipstick Jungle, Life, and Chuck. American Gladiators in the summer.
- New Series: Four new shows are being added including an hour long "Knight Rider" series, Christian Slater's "My Own Worst Enemy," Australian import "Kath & Kim" and a new version of the Robinson Crusoe saga. Also due this fall are three special half-hours of "Saturday Night Live" on Thursdays, leading up to the presidential election. Also new is a reality series on marine biologists called "Shark Taggers" and a "Hell's Kitchen"-esque cooking show called "Chopping Block."

- What's not on the fall schedule? Bionic Woman

• Ben Silverman, who joined NBC as co-chairman of its entertainment and studio division last year, said the network's development strategy was designed to produce shows that are inspirational, heroic and entertaining, making television a safe place for viewers looking to escape tough times in the real world. In scheduling, Mr. Silverman said the network would return to airing family-oriented programming during the 8 p.m. hour, its blockbusters at 9 p.m. and adult dramas at 10 p.m.

- Starting this summer with the Olympics, NBC is counting on its schedule getting a boost from a series of special events, including the Super Bowl in February, which will serve as a launchpad for the "Office" spinoff.



TBS

- Returning series: Frank TV, The Bill Engvall Show, My Boys and 10 Items or Less.
- TBS also ordered 26 extra episodes of Tyler Perry's House of Payne from Debmar-Mercury.
- TBS scripted comedies in development: Untitled William H. Macy/ Steven Schachter Project from Sony Pictures Television; Untitled Hervey/ Simmons Project; and National Banana Already in Progress (wt) a late-night comedy sketch show.
- Other scripted comedies in development: Untitled Dave Caplan Project from Sony Pictures Television; Untitled Late-Night Henson Sketch Show using The Jim Henson Company

puppets; and Untitled Robert Townsend Show, a sketch/variety program.

- TBS has three other late-night comedy series in development: Untitled Bunim/Murray Project, three middle aged guys go back to their fraternity days; Untitled Jamie Foxx/Marcus King Project, a sketch/improvisational show; and Top Ten (wt) comedians compete against each other.



TNT

- TNT announced it will offer original primetime programming three nights a week on Mondays, Tuesdays and Wednesdays by 2010.

- Returning series: The Closer and Saving Grace will premiere this July.

TNT New Drama Series Descriptions

- Delta Blues (wt) - A Memphis cop is also an Elvis impersonator living with his mother. George Clooney as executive producer.

- Morse Code (wt) - About a young war hero and DEA officer based in Boston. Donnie Wahlberg is likely to star.

- Untitled Joes Surnow Project - Focuses on an agent who works at the Bureau of Alcohol, Tobacco and Firearms.

- Angel City (wt) - Six patrol cops working during the same shift.

- Tough Trade - Dramedy about the Nashville music business and centering on a family of country music performers.

- Untitled Rob Ulin Project - Family drama compared to the film Little Miss Sunshine.

- Raising the Bar - New legal drama from Steven Bochco starring Mark-Paul Gosselaar, Gloria Reuben and Jane Kaczmarek.

- Leverage - Action drama with Timothy Hutton.

- Truth in Advertising - Eric McCormack and Tom Cavanagh

- Men of a Certain Age - the Ray Romano drama about three middle-aged best friends.

TNT Unscripted Series in Development

- Scott Free's Crimes of the Century (working title) - A look at some of the more notorious crimes during the last 100 years.

- Behind the Drama - Series of documentaries focusing on unique and little-known stories of television, movies and more.

- Shadow of a Doubt - Solving a different mystery each week.

- Heroes Among Us (working title) - Series that follows the stories of regular men and women.



The CW

- The CW will roll out its fall schedule early starting September 1, about three weeks ahead of the other networks.

- Returning dramas: Gossip Girl, One Tree Hill, Smallville and Supernatural

- Returning comedies: Everybody Hates Chris and The Game

- Returning reality/alternative: America's Next Top Model

- Midseason series: Reaper



- What's not on the fall schedule?: Beauty and the Geek, Aliens in America, Friday Night Smackdown! (moves to MyNetworkTV this fall).

The CW New Series Descriptions:

- 90210 - Updated spin-off of Beverly Hills, 90210. This new version stars Lori Loughlin as mom Debbie; Shenae Grimes as daughter Annie; Tristan Wilds (The Wire) as son Dixon; with Jennie Garth reprising her role from the original Beverly Hills, 90210 as Kelly Taylor, now the high school guidance counselor.
- Surviving the Filthy Rich - Megan, a Yale-educated journalist, is offered the job as live-in tutor for cosmetic company founder Laurel Limoges' two headstrong and feisty twin granddaughters in glamorous Palm Beach. Based on the novel How to Teach Filthy Rich Girls by Zoey Dean.
- Stylista - Reality series where eleven competitors, in love with everything fashion, vie for an editorial job with Elle magazine. Each week Elle's Creative Director, Joe Zee and Fashion News Director, Anne Slowey fire one person until one remains. The grand prize is a paid editorial position with Elle, a paid lease on a Manhattan apartment for a year and a clothing stipend at H&M, all valued at \$100,000.



with the opening of the Beijing 2008 Olympic Games.

- Hannah Storm joins ESPN as Host for the 9a-noon live SportsCenter block. Most recently she was with CBS as a host of The Early Show from 2002-2007.
- Other components added to the nine-hour SportsCenter consist of SportsCenter.com which will launch in August with many tools for fans to interact with the program and commentators: chats, blogs, e-mails, instant polls and more.
- Additional SportsCenter features include a continuously moving Bottom Line that graphically highlights the top news stories and scores as well as Rundown, a vertical list of future stories which will be updated live during the nine-hour block.
- Other ESPN news: the network is partnering with Walt Disney World Resort to re-brand Disney's Wide World of Sports Complex with ESPN's brand. Development plans are still in the works yet the goal of the new branded 220-acre center will be to connect athletes, coaches and visitors to ESPN's programs and personalities.



ESPN

ESPN also presented new scheduling additions for the 2008-2009 season. Several noteworthy highlights include:

- SportsCenter, the network's long-running news and information show will broadcast live from 6a-3p Monday-Friday beginning August 11, coinciding



Oxygen

- Oxygen revealed a new logo and the tagline "Live Out Loud" which will launch across multiple platforms this June. Oxygen further presented its research findings on its viewing audience, Generation O" which consists of trenders, spenders and recommenders. Generation O targets A18-49 with emphasis on W18-34.

- Under its programming strategy, Oxygen will introduce “seamless Tuesday nights” where a new original series or new episode will debut each Tuesday night in the 10p slot starting June 17.

New Oxygen shows in development:

- Dance Your Ass Off - Eight dance contestants will compete with dance moves and weigh-in sessions. From
- Glamazons - Four plus-size single women live in New York City managing their personal lives as well as their pursuit of stardom.
- Meltdown - Series uncovers the real stories behind celebrity breakdowns from Britney to Lindsay.

Other new and returning series on Oxygen are:

- Tori & Dean: Home Sweet Hollywood - In a new one-hour format, Tori Spelling and hubby Dean McDermott move to Hollywood, leaving the bed and breakfast business behind in the third season.
- The Janice Dickinson Modeling Agency - Fourth season has the models living under one posh roof in Los Angeles, while Janice works to juggle her business challenges.

- Coolio’s Rules - Viewers will look inside rap star Coolio’s personal life as father, musical artist and entrepreneur. Series debuts later this year.



TLC

- TLC has two series in development: a docu-series featuring singer/actress Jennifer Lopez and her husband Marc Anthony that will weave together their personal life and shared business enterprises. Jennifer will co-create and co-executive produce this series along with the network.
- The second unscripted series will feature talk show host Kelly Ripa.

