

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C.

In the Matter of)	
)	
Game Show Network, LLC,)	MB Docket No. 12-122
Complainant,)	File No. CSR-8529-P
)	
v.)	
)	
Cablevision Systems Corp.,)	
Defendant)	

DIRECT TESTIMONY OF ROBERT BROUSSARD

I, Robert Broussard, hereby swear and affirm as follows:

I. BACKGROUND

1. I am the president of AMC Networks Distribution, which is the distribution arm of AMC Networks Inc. (“AMC Networks”). Until June 30, 2011, the business currently owned by AMC Networks was known as Rainbow Media (“Rainbow”). AMC Networks owns and operates several popular networks on cable television, including WE tv, AMC, IFC and Sundance Channel.

2. As president of the distribution arm of AMC Networks, which is a position I have held since 2006, I am responsible for overseeing distribution efforts for, among other AMC Networks’ properties, WE tv, AMC, IFC and Sundance Channel. I was also responsible for overseeing the distribution of Wedding Central before it was shut down in June 2011.

3. In my role as president of distribution for AMC Networks/Rainbow, I have negotiated dozens of affiliation agreements with multichannel video programing distributors (“MVPDS”) – including with respect to securing carriage for WE tv and Wedding Central – and,



as a result, I am generally familiar with the terms of all of AMC Networks’ affiliation agreements with MVPDs that distribute AMC Networks’ cable networks.

4. Since joining AMC Networks/Rainbow in 1989, I have held various positions. Prior to my current position, I was executive vice president of business affairs and negotiated numerous transactions on behalf of the company (including, for example, rights agreements with professional sports teams, affiliation agreements, acquisitions and divestitures). I am a graduate of Queens College of the City University of New York and hold a law degree from New York University School of Law.

II. WE tv IS A WOMEN’S NETWORK

5. Since 2006, when I assumed my position as president of distribution, I have been involved with AMC Networks/Rainbow’s efforts to secure carriage for WE tv. When discussing carriage of WE tv with MVPDs – as part of our efforts to distinguish WE tv from other cable networks in a crowded field and highlight why carriage of WE tv presents a valuable opportunity for MVPDs that will help them attract and retain subscribers – we consistently make clear that WE tv is a network that specifically targets and attracts women.

6. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

7. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

8. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

III. CABLEVISION’S CARRIAGE OF WE tv IS CONSISTENT WITH THE CARRIAGE THAT WE tv ENJOYS AMONG OTHER MVPDS

9. I understand that, in this proceeding, the Game Show Network (“GSN”) claims that Cablevision somehow favors WE tv because it is affiliated with WE tv. But, this is not the case. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

10. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

11. The chart below

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

12.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

13.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

14. [REDACTED]

15. [REDACTED]

16. [REDACTED]

17. [REDACTED]

[REDACTED]

IV. MY INVOLVEMENT WITH THE DISTRIBUTION OF WEDDING CENTRAL

18. Wedding Central was a network devoted to wedding-oriented programming that Rainbow launched in 2009. Given WE tv's success with wedding programming, particularly in urban areas, WE tv's executives felt that Wedding Central had great potential.

19. I was responsible for negotiating and securing Wedding Central's carriage with distributors. Cablevision began to carry Wedding Central on August 18, 2009. We were also able to secure carriage for Wedding Central on Time Warner and Mediacom. [REDACTED]

[REDACTED]

20. [REDACTED]

[REDACTED]

21. [REDACTED]

[REDACTED]

[REDACTED]

22. [REDACTED]

[REDACTED]

23. Unfortunately, the industry landscape ultimately proved too challenging for Wedding Central to meet its distribution goals. Wedding Central was, in my opinion, a valuable proposition for MVPDs. [REDACTED]

[REDACTED]

[REDACTED] As a result of its failure to secure additional distribution, Wedding Central was shut down in June 2011.

V. RAINBOW HAD NO ROLE IN THE DECISION TO REPOSITION GSN

24. I understand that Cablevision informed GSN of its decision to re-tier GSN in early December of 2010. I had no role whatsoever in the decision, and was not even aware of it until after that decision was made.

25. In that month, Mr. Sapan told me that Derek Chang, then-Executive Vice President of Content Strategy and Development at DIRECTV, had reached out to Mr. Rutledge in connection with the decision by Cablevision to re-tier GSN. Mr. Sapan told me that

Mr. Chang had asked Cablevision if there was any deal that could be done between the companies that would change Cablevision’s decision to re-position GSN. Mr. Sapan further told me that Mr. Rutledge had directed Mr. Chang to contact us at Rainbow to discuss possibilities.

26. [REDACTED]

27. In late 2010 and early 2011, I had multiple conversations with Mr. Chang about a possible deal between DIRECTV and Rainbow with respect to these issues. [REDACTED]

28. [REDACTED]

Dated: March 11, 2013
New York, New York



Robert Broussard