



News Release

FOR IMMEDIATE RELEASE

Media contact: [Melissa A. Hicks](#), Mosaic Marketing, 484.888.6766

CTHRA's Compensation Survey Finds Salaries and Bonuses on the Rise

NAPERVILLE, ILL., November 21, 2011— Employees across the cable and telecommunications industry will be pleased to hear that the recession's chilling effect on pay seems to have thawed. Two years ago, 24 percent of the programmers and 18 percent of multiple systems operators (MSOs) participating in CTHRA's 2009 Annual Compensation Surveys froze their salary budgets. Last year, freezes were on the decline, and this year's survey results show that none of the 57 employers participating had salary freezes. In fact, CTHRA's 2011 survey determined that salaries and bonus awards are on the rise thanks to companies experiencing improvements in market conditions.

For MSOs, the improvements came in revenue growth fueled by Internet and cellular/ground phone services. Meanwhile, during the survey period in early 2011, programmers experienced rapid recovery in advertising revenues assisted by steady growth in digital ads. Rapid technology change is also impacting compensation in both sectors as companies vie for talent in the area of mobile content.

"CTHRA's survey indicates that companies are using available cash to focus on retaining and attracting the talent they need for business growth," said CTHRA's executive director, Pamela Williams, CAE.

Methodology

The majority of the industry's employers (see listing of the 47 participants on page 4) participated in CTHRA's 2011 Compensation Surveys including all of the top 25 national cable networks, five (5) national broadcast networks, and the majority of the largest MSOs. The survey results are industry-specific, providing an in-depth analysis of pay practices for more than 154,000 incumbents (up 16,000 over last year), including both exempt and nonexempt positions ranging from technicians to top executives. Earlier this year, the 57 participants submitted data reflecting 2011 budgets and base compensation figures. The Croner Company, a leading compensation consulting firm specializing in compensation plan design, compensation surveys and organizational design, designed the surveys, collected, and analyzed the data, separating results into two participant categories: MSOs and programmers. Given the highly confidential survey data, the results from any given company cannot be seen as only summary information pertaining to all participants is available. This

reporting approach complies with Federal Trade Commission (FTC) regulation and encourages participation without fear for exposing proprietary information to the public.

Hot Jobs Identified

In December of each year, CTHRA's survey participants convene to discuss the positions the upcoming survey will include. Some positions are phased out as they become obsolete, while others are added as business operations and technology evolve. Sixteen positions were deleted from CTHRA's MSO survey, while four new job families were added: product development, program management, customer experience, and multiple dwelling unit (MDU) sales account management. For the programmer survey, eight new job families were added: music content, production art, brand/product marketing, home entertainment distribution, digital media marketing, community affairs, sales revenue planning/pricing, and royalty accounting.

Lisa Kaye, president and CEO of greenlightjobs.com, shed some light on the latest changes and what they mean for today's job seekers and career climbers, "With continued challenges plaguing the employment market, there's good news on the horizon for those looking for positions within the program management, music content and digital media marketing areas, to name just a few. With programmers and MSOs looking to expand their digital platforms and heighten their responsiveness to customer service concerns, job seekers can transform their skills into areas where employers are seeking qualified candidates. One of the most sought areas of expertise right now is digital marketing, so even if you are a traditional marketer, finding and leveraging ways to integrate your skills with new technology is a sure way to increase your marketability."

Base Pay Moved Upward

CTHRA'S analysis determined that 2011 salary adjustment budgets (which include pay raises delivered through a merit increase, promotional increase, market and/or cost of living adjustment) increased slightly from 2010 for both MSOs and content providers (see Diagrams 1 and 2). None of the programmers froze salary adjustment budgets in 2011, compared to 7 percent in 2010. Likewise, no MSOs froze budgets in 2011, a repeat of their 2010 reports.

Diagram 1

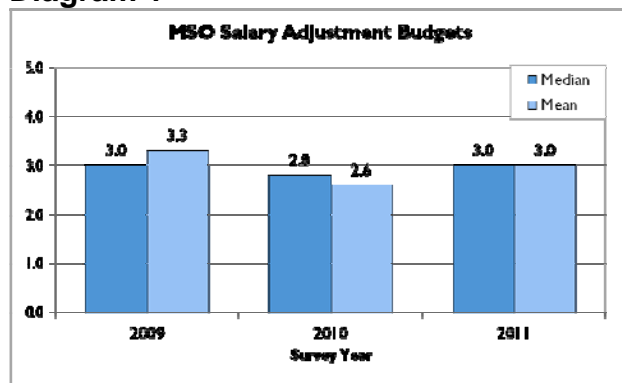
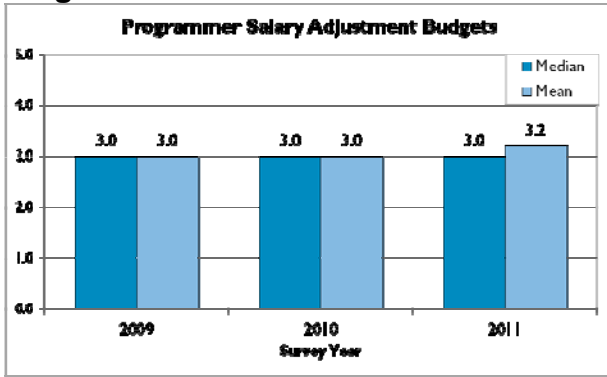


Diagram 2



According to Hali Croner, president and CEO of The Croner Company, “It was a strong year for compensation as both MSOs and programmers fared well in the current economic environment. Survey participants in both industries are better poised to take care of the people who have been doing more for less, and to attract the new talent needed for growth in new initiatives.”

Carrots Retain Popularity

Incentives continue to be a popular component of compensation practices within the industry. Among CTHRA’s survey respondents, 86 percent of the MSOs and 74 percent of the programmers offer long-term incentives (LTI) which are linked to a company’s financial performance and value creation over multiple years. Examples include stock options, shares and long-term cash. While MSO survey participants reported that LTI award values declined from last year (see Diagram 3), programmers annual LTI values increased (see Diagram 4)

Ninety-three (93) percent of the MSOs and 87 percent of the content providers offer short-term incentives (STI) such as bonus awards. Programmers’ STI values rose 10 percent over last year, whereas MSOs STI values were up 3.7 percent from 2010 to 2011.

Diagram 3

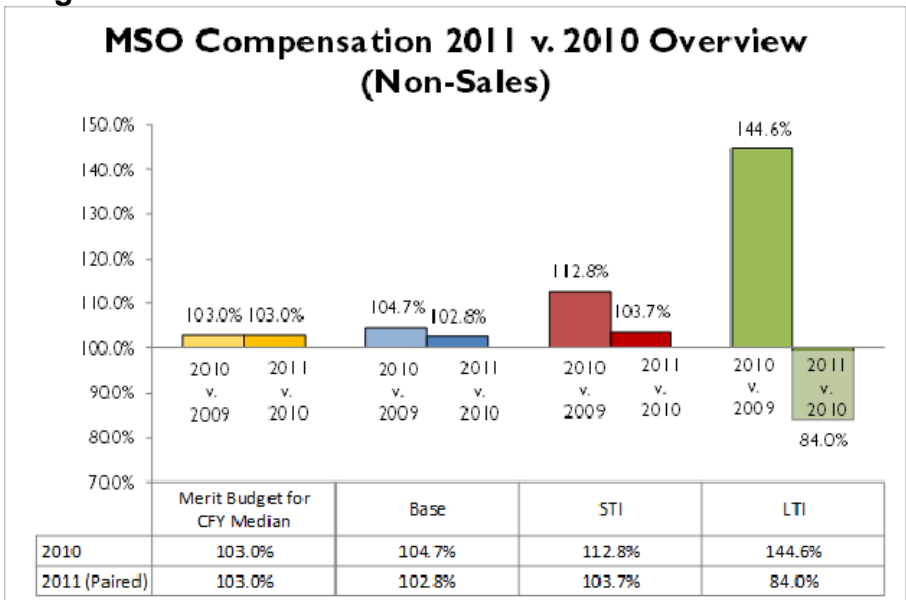
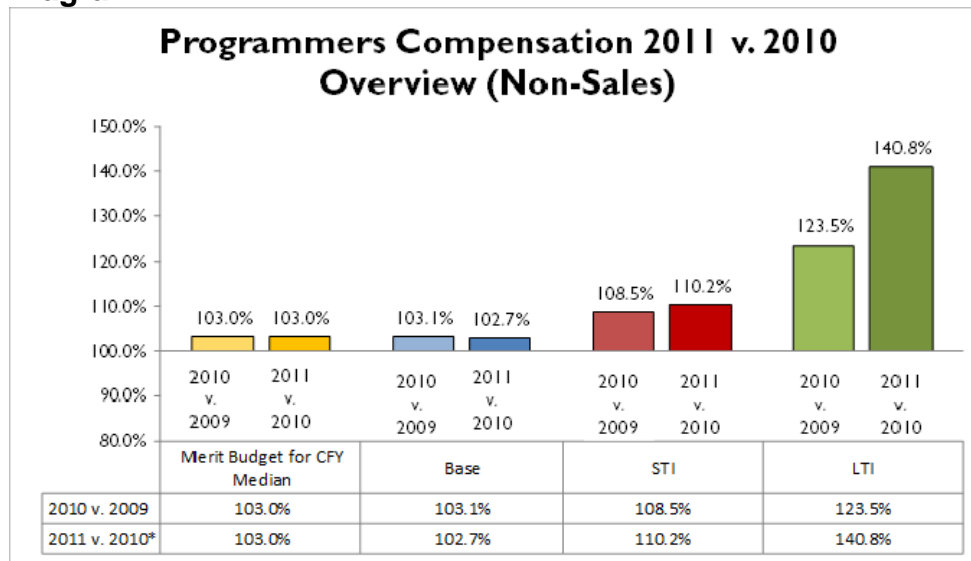


Diagram 4



CTHRA’s 2012 Compensation Surveys

In early December, CTHRA will host a 2012 survey planning meeting Philadelphia. At the event, participating companies have the opportunity to shape next year’s survey by identifying new job families to query and providing other input. Industry employers interested in participating in CTHRA’s 2012 Compensation Surveys should contact The Croner Company at 415.485.5530.

About CTHRA

The Cable and Telecommunications Human Resources Association (CTHRA) is the premier human capital resource for the industry and a growing nonprofit organization with more than 1,900 members spanning 100 companies. CTHRA provides industry-specific benchmarks, information and resources, as well as networking and educational opportunities. Its groundbreaking initiatives include compensation, employee benefits, and human capital metrics surveys, an Annual HR Symposium, roundtables and webinars. For more information, visit www.cthra.com.

CTHRA'S 2011 COMPENSATION SURVEYS

Programmer Survey Participants

A&E Television Networks
AT&T Services
Cablevision Systems Corporation (Rainbow Media now AMC Networks)
CBS Corp. — CBS Television
CBS Corp. — Showtime Networks
Crown Media Holdings Inc.
C-SPAN
Current Media
Cybernet Entertainment
DIRECTV Inc.
Discovery Communications Inc.
Disney ABC Media Networks — ABC Cable
Disney ABC Media Networks — ABC Television
ESPN, Inc.
Fox Networks Group — Fox Broadcasting
Fox Networks Group — Fox Cable Networks Group
HBO Latin America Production Services
Home Box Office Inc.
Ion Media
Jet Propulsion Laboratory
Major League Baseball Productions
MTV Networks
National Basketball Association
National Football League
NBC Universal — Cable Networks
NBC Universal — NBC
Nuvo TV (formerly Si TV)
Ovation – The Arts Network
OWN: The Oprah Winfrey Network
Premier Retail Networks Inc.
Public Broadcasting Service
QVC, Inc.
Scripps Networks
Sony Pictures Entertainment
Starz Entertainment
The Inspiration Networks
The Weather Channel
Time Warner Cable
Turner Broadcasting System Inc.
Warner Bros. Entertainment — The CW Television Network
Warner Bros. Entertainment
World Wrestling Entertainment Inc.
YES Network, LLC.

Operator Survey Participants

Bright House Networks
Cablevision Systems Corporation
Charter Communications Inc.
Click! Network
Comcast Cable Communications Inc.

Cox Communications Inc.
DIRECTV Inc.
General Communication Inc.
Mediacom Communications Corporation
RCN Corporation
Schurz Communications, Inc.
Time Warner Cable Inc.
WOW! Internet – Cable – Phone

#