

Cablefax Daily™

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What the Industry Reads First

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Midterm Money: Targeted Advertising Helps Cable Grow Political Ad Share

With a recent **Pew Research** survey finding that only 15% of Americans are paying close attention to the midterm elections, you might think that spending on political ads in cable is soft. But that isn't the case. "From a cable perspective, we continue to see that shift that came out of '12 with advertising coming out of broadcast and shifting to other medium, including cable," said *Tim Kay*, dir of political strategy for **NCC Media**. "We're seeing consistently 25-30% share. I think we were in the 15-20% range in 2012. We have more units for this cycle on our books than ever before." Even more than in the past presidential election cycle, with Kay putting totals at over 9mln spots (where 2012 ended) with a few more weeks to go. He projects spot cable overall will be in the \$700-800mln range on political spending this cycle. One thing helping cable is data. "It's slowly integrating. You're seeing networks like **Food**, **Syfy** and **FX** popping up on orders that you wouldn't expect and that you wouldn't see in 2012 or 2010," Kay said. "Cable used to be in most political advertising news heavy... Those news networks are still trending, but we're [seeing] buys with more networks... Spots have run on over 175 networks across the county compared to 146 in 2012." Outsourced ad sales firm **Viamedia** also is seeing acceleration in spending this cycle. Through the end of Sept, 66 out of 71 Viamedia markets had received some level of political advertising, and in those 66 markets, political ads have a 9.8% share of the revenue. Some of the growth no doubt comes following the '12 Obama presidential campaign's use of **Rentrak** data to match cable nets with specific categories of voters. "Big data has not only revolutionized cable TV advertising generally, but also an explosion of geo-targeted political TV advertising specifically," said Viamedia pres/CEO *Mark Lieberman*. **Fox News** and **MSNBC** attracted political advertising shares at a rate 3 times higher than their ability to attract advertising in general, Viamedia vp, media research *Jonathan Sims* wrote in a recent blog. "Clearly, these are highly desirable media vehicles for political targeting. So, too, are **CNN**, **Hallmark** and **HGTV**, followed by the **History Channel**, **Lifetime**, the Food Network and **USA**," he wrote. **IBB Consulting's** *Jonathan Weitz* sees this as a pivotal year for political spending on cable. "I think that TV and cross platform video ads will be even bigger for this midterm than previously," he told us. "We see political ads in these 3 areas—awareness of a candidate or issue; secondly, activation—connecting with voters and encouraging them to take action,

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**Publication Date:
November 6, 2014**

- Reach more than 30,000 media and entertainment executives
- Print distribution at the 2014 Most Powerful Women in Cable Breakfast
- Reach 65,000 cable leaders via Cablefax.com
- Print distribution at the 2014 Betsy Magness Graduate Institute
- Distribution at 2015 key industry events
- Social media promotion on Twitter, Facebook, LinkedIn and Google+

PUBLICATION DATE: NOVEMBER 6, 2014

SPACE DEADLINE: OCTOBER 16, 2014

ARTWORK DUE: OCTOBER 24, 2014



SAVE THE DATE: NOVEMBER 20

Cablefax's Most Powerful Women in Cable will be honored on November 20 at the Grand Hyatt, NYC. To purchase tickets visit: <http://bit.ly/Yool0W>. Sponsorships are limited for the Most Powerful Women in Cable Breakfast, so secure your spot soon.

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whether that would be to sign up for email, donate or register to vote; and the third big area we're seeing investment in is voter turnout." In keeping with the targeting cable can provide, Weitz expects campaign investment to go beyond looking at how segments voted in past elections and really trying to find the best ways to reach voter segments more or less likely to be influenced on certain topics. "I think that trend will inform some of the awareness campaigns on TV," he said, adding that he expects some of the targeting approaches to be especially helpful to find those likely to sign up and help with fundraising and other activities, like getting out the vote. Weitz also noted mobile video ads for political are growing, which fits with campaigns' working to reach audiences where they are and a range of demographic segments. As targeting gets more sophisticated, so does the potential for spending growth.

Turner Rebrands Boomerang: Turner is repositioning its **Boomerang** as a global animation and youth-targeted net with a new lineup of cartoon programming. Turner, which owns **Cartoon**, also aims to brand Boomerang as its 2nd flagship kids channel. As previously announced, the net will feature commercials in the US for the 1st time. The official rollout began in Latin America on Sept 29 and will continue with Australia on Nov 3 and all additional territories in 2015. "The re-launch of Boomerang as a second flagship channel is a testament to its global appeal," said *Gerhard Zeiler*, pres, **Turner Broadcasting Systems International** in a statement. Also for the 1st time, the net will feature original programming, in addition to a slate of newly-acquired contemporary series. Digitally, the net will be accompanied by refreshed digital and mobile platforms, including a newly re-faced website.

Suddenlink Signs on Comedy.TV: Since **Viacom** nets, including **Comedy Central**, went dark on **Suddenlink** on Oct 1, the MSO has been adding new channels as replacements and has inked carriage deals with nets like **Discovery Comm**, **RLTV** and **Sprout**. The latest carriage deal is with 24/7 **Comedy.TV**, owned by **Entertainment Studios**. The channel features talk shows and stand-up comedy, among other programs. "Comedy.TV is a terrific addition to our channel line-up," Suddenlink svp/chief programming officer *Kathy Payne* said in a statement. "The network delivers a unique mix of today's funniest comedians, stand-up comedy performances, sitcoms, and talk shows to our customers."

GigaPower Continues to Expand: **AT&T** will bring its GigaPower broadband service to several GA cities, including Atlanta, Decatur, Sandy Springs and Newnan. The fiber network will offer speeds up to 1 Gbps. The telco will announce specific locations and pricing later. As AT&T announced in April, it aims to bring GigaPower to up to 100 cities and municipalities throughout 25 markets. And upon approval of its acquisition of **DirecTV**, it will expand GigaPower to 2mln additional locations.

Net Neutrality Rally: **Free Press** has organized a rally for net neutrality on Tues outside the **Texas A&M University**, where Republican FCC commish *Ajit Pai* will host a forum on the issue. The nonprofit is working with local allies to allow area residents to speak out before and during the forum. Staff members from the **Center for Media Justice** and **Common Cause** will also participate.

Rentrak Scores Fox Deal: **Rentrak** scored with **Fox Networks Group** a deal that expands its existing relationship to include linear TV ratings measurement and single source consumer data reporting. As part of the deal, **Fox Broadcasting**, **FX Networks** and **Nat Geo Channels** will access Rentrak's TV ratings measurement insights including its advanced demo.

Research: **NFL Network** leads all basic cable nets in terms of perceived value among viewers, with subs surveyed by **Beta Research** saying it's worth \$2.01 monthly per sub. **Tennis Channel** was the #2 net in terms of perceived value, with subs saying it's worth \$1.54 per month, followed by **FX Movie Channel** at \$1.52, and **ESPNU** and **INSP**, both at \$1.50. **BBC America** placed 6th (\$1.48), followed by **ID** (\$1.47), **Discovery Fit & Health** (\$1.46). The research was conducted in June online among a national sample of 1,748 digital cable subs from 32 cable systems. The study measured more than 40 digital basic services carried by most of the cable systems surveyed. Meanwhile, **ID** claimed the top spot in terms of viewer satisfaction, with 56% viewers of the net saying they are very satisfied with the net. **DIY** placed 2nd, with 55% of viewers saying they are satisfied, followed by **NFL Net** (54%). Rounding out the top 8 nets in viewers satisfaction were **BBC America**, **Cooking Channel** and **Nat Geo Wild**, with 53% of their viewers saying they are satisfied, followed by **Sprout** (52%) and **Destination America** (51%). -- More than 46mln HHs worldwide are

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expected to subscribe to a 4K Ultra HD pay-TV service by 2018, **Parks Associates** said. Pay-TV providers would deploy the service as a differentiator, especially among younger consumers who are more likely to use new pay-TV features like TVE and cloud DVR, but who also have slightly lower subscription rates for pay-TV services, the research firm said. It noted that in the US, 82% of consumers 18-22 have a pay-TV subscription compared to 87% among older consumers.

Programming: **Nat Geo** is betting on more programming featuring daring lifestyles and pioneering spirits, following shows like “Wicked Tuna” and “Life Below Zero.” The 3 new reality adventure series that the net just ordered, “The Raft,” “Remote Survival” and “The Watch,” will debut next year.

People: **IFC** promoted **Kevin Vitale** to svp, brand marketing, up from vp, effective immediately. He will continue to report to IFC’s evp of marketing and digital media, **Blake Callaway**.

Free Webinar: Find yourself stumped when it comes to entertainment content discovery? Then sign up for **Cablefax’s** free Webinar on the topic Thurs, in partnership with **Rovi**. You’ll learn how contextual intelligence can supercharge your content discovery tactics and create a better experience for your customers and viewers. Register now [HERE!](#)

CableFAX Daily Stockwatch

Company	10/14 Close	1-Day Ch	Company	10/14 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DIRECTV:	84.86	(0.19)	CONVERGYS:	18.06	0.33
DISH:	58.86	(0.75)	CSG SYSTEMS:	25.80	(0.06)
ENTRAVISION:	4.33	0.24	ECHOSTAR:	44.05	0.17
GRAY TELEVISION:	7.67	0.30	GOOGLE:	537.94	4.73
MEDIA GENERAL:	13.35	0.69	HARMONIC:	5.76	0.04
NEXSTAR:	38.15	1.18	INTEL:	32.14	0.67
SINCLAIR:	25.17	0.99	INTERACTIVE CORP:	58.58	0.09
MSOS					
CABLEVISION:	17.44	0.20	JDSU:	11.68	0.17
CHARTER:	142.97	(1.68)	LEVEL 3:	39.39	1.34
COMCAST:	51.47	(0.17)	MICROSOFT:	43.73	0.08
COMCAST SPCL:	51.26	(0.21)	NIELSEN:	42.12	0.27
GCI:	11.03	0.33	RENTRAK:	70.21	0.42
GRAHAM HOLDING:	688.13	4.23	SEACHANGE:	7.08	0.01
LIBERTY GLOBAL:	41.50	0.11	SONY:	17.05	0.07
SHAW COMM:	23.80	(0.19)	SPRINT NEXTEL:	6.04	0.14
TIME WARNER CABLE:	137.54	(0.67)	TIVO:	12.06	0.13
PROGRAMMING					
21ST CENTURY FOX:	31.90	0.08	UNIVERSAL ELEC:	51.59	1.49
AMC NETWORKS:	54.94	2.19	VONAGE:	3.15	0.04
CBS:	49.93	1.02	YAHOO:	37.97	(0.41)
CROWN:	3.22	0.02	TELCOS		
DISCOVERY:	34.31	0.41	AT&T:	33.84	0.02
DISNEY:	84.14	0.23	CENTURYLINK:	38.83	0.42
GRUPO TELEVISA:	33.25	0.15	TDS:	22.48	0.08
HSN:	61.36	0.79	VERIZON:	48.22	(0.15)
LIONSGATE:	29.46	0.23	MARKET INDICES		
MSG:	60.26	(0.33)	DOW:	16315.19	(5.88)
SCRIPPS INT:	74.88	2.09	NASDAQ:	4227.17	13.52
STARZ:	31.61	0.50	S&P 500:	1877.70	2.96
TIME WARNER:	70.64	UNCH			
VALUEVISION:	5.03	0.10			
VIACOM:	69.08	0.66			
WWE:	13.84	0.23			
TECHNOLOGY					
ADVANTAGE:	2.32	0.02			
AMDOCS:	45.26	0.34			
AMPHENOL:	46.44	0.88			
AOL:	39.70	(0.2)			
APPLE:	98.75	(1.06)			
ARRIS GROUP:	24.49	0.22			
AVID TECH:	9.25	(0.3)			
BLNDER TONGUE:	1.10	0.00			
BROADCOM:	35.41	(0.01)			
CISCO:	23.05	0.12			
COMMSCOPE:	24.83	0.06			
CONCURRENT:	7.13	0.06			

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