

Cablefax Daily™

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What the Industry Reads First

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Gabbing with GABBCON: Upfronts, Measurement Progress & Programmatic

With GABBCON's (The Global Audience Based Buying Conference & Consultancy) NY-based Buying Summit taking place last week, we spoke with 20-year media sales and marketing vet Gabe Greenberg about the state of advertising. As CEO and co-founder of GABCCON, Greenberg is well versed in audience-based buying and has been working to bring standards and best practices to the brands, agencies and others involved in the process. **With the upfronts coming, what sort of trends do you think we might see?** Last year was the year of automated or data driven television using audience data, meaning it was the first year in which nearly every upfront had that theme as part of the conversation. I believe this year will be the first where we pivot a little bit from audience or index buying to more programmatic discussions that involve a true level of automation. Until recently, most of that execution has been manual, and we're finally getting to some reasonable scale with fully automated planning and buying of television inventory. You've even had Turner out in the market talking about the fact they're recognizing there's potentially a higher yield in programmatic TV, and as a result their rethinking their pricing structure for the way they've historically sold television. **Overall, has the tone of the upfronts changed much in the past few years?** I haven't seen any material shifts. The bigger networks are still doing what I like to coin 'the celebrity petting zoo' and their big parties to highlight and show off their new schedule and content. I think that's a necessary evil with the way content is presented. I think brands and agencies get a fair amount from those experiences. What I have seen is more of a national roadshow. Television is the best it's been in years, and there's more original content than there's ever been. Because of that, folks in the industry have to spend a bit more time educating brands and agencies. So instead of one big show and a few smaller regional presentations, there are far more detailed presentations at nearly every agency. That's always happened, but there's certainly more of that happening than in the past. As we solve some of the measurement issues, we may pivot back to the really, really big upfronts and a few regional presentations and not have to do as much guerilla selling that the networks are doing now. **Is there any progress in measuring all screens?** It is sort of a perennial issue, and no, I don't think the bigger players in the market are close to a solution that the market feels is reasonable. We are working as a coalition with a number of brands, broadcasters, VSPs, SSPs, agencies to come up with a solution for the market, but I think a viable solution is still a ways off. I don't know that the players



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who have historically been responsible for that measurement and rating will remain responsible for it. **Do virtual MSOs like Sling or the upcoming Hulu service move the needle? Do those players actually help in the process or is it just the fact they exist?** Both. Having them be active in finding or creating the solution is critical. From what we're seeing, they are willing and actively working to try and solve it. **You formed GABBCON less than two years ago. What sort of victories have you had?** When we first kicked off the business, several people looked at us and said the market doesn't need another conference business or consultancy. I said 'you're right, except there are very many good ones.' We've done over 12 events now, and every one of them has been sold out. We have a population at our events of 60-70% brand and agency, which is unheard of unless you're a **ANA** or **AAAA** event. We're getting regular kudos from big brands and agencies, C-suite and executive leaders, telling us that we've created something that's different and they feel they can attend and learn something new as opposed to it just being a networking event. On the consulting side, we've helped a number of broadcasters and brands and agencies as well as ad tech companies make an impact in their programmatic strategy.

Pai's Privacy Pause: Christmas came early, or maybe it was just delayed a couple months for cable... As expected, FCC chmn *Ajit Pai* is stepping in to stop the broadband privacy rules enacted under *Tom Wheeler* from taking effect on Thursday. While Pai wants the full commission to vote on whether to stay the rule before it takes effect, he's prepared to have the Wireline Competition Bureau stay that element of the privacy rules pending a full Commission vote if a vote doesn't come before Thursday. *Mignon Clyburn* essentially described that as a rock and a hard place... Being the lone Dem on the Commission she found support from **FTC** Democratic commish *Terrell McSweeney*. "The outcome is clear. Chairman Pai is determined to take action that leaves consumers without a cop on the beat protecting their personal information from misuse by their broadband service provider. This means no federal data security requirements whatsoever for broadband providers. This is the antithesis of putting #ConsumersFirst," they said in a joint statement. Cable opposed the FCC's privacy framework adopted in October, complaining it was a senseless departure from the FTC's long-standing model. Proponents of the FCC's broadband privacy order see this as an attempt to dismantle the FCC's Open Internet order, while House Commerce Ranking Member *Frank Pallone* (D-NJ) called it "another blow to consumers on behalf of the Trump Administration." Meanwhile, Dems and public interest groups have said that Republicans in Congress are working to overturn the privacy rules via the Congressional Review Act, and plan to hold a news conference on the issue Monday.

Charter-TWC: We continue to see the **FCC** that *Ajit Pai* promised as a commissioner. On Friday, the chair circulated an order that would roll back a condition of the **Charter-Time Warner Cable-Bright House** transition requiring the combined company to build out its network to an additional 2mln homes, with at least 1mln served by at least one other broadband provider offering 25Mbps downstream. It's a condition that has troubled ACA, which has said the overbuild condition will harm local, small providers while at the same time hurting Charter by preventing it from deploying resources most efficiently. As a commissioner, Pai voted against the combined \$66bln transactions because of such conditions.

Soccer for Turner?: *World Soccer Talk* and *Sports Business Daily* broke the news that **Turner** and **Univision** appear to have sewn up the rights to the **UEFA** Champions League beginning in the 2018 season. Fox Sports now holds the rights to both the English and Spanish broadcasts. It's an interesting move, with soccer not being part of Turner's lineup since the 1990s. And it's another example of sports rights going up, up, up... SBD's report has Turner paying more than \$60mln and Univision shelling out around \$35ml—well above the estimated \$50mln or so a year Fox has paid.

Sling's New Discount: **Sling TV** is letting customers subscribe to its Kids Extra, Lifestyle Plus Extra, Comedy Plus Extra and News Extra for \$10/month vs the previous \$20/month charge. This fits with comments made during **DISH's** 4Q earnings call that more consumers are looking for a bigger channel lineup to replace their traditional pay-TV service. Like say... DirecTV Now? The Extras packages include **Boomerang, Hallmark Channel, MTV, HLN** and others. Under the new options, Sling TV Orange subs would get 70 nets for \$30 with the 4 Extras deal.

Hernandez Leaving Telemundo: **NBCU** employees learned Friday that after nearly a decade at **Telemundo**, *Jackie Hernandez* has decided to leave as of March 17. Most recently CMO, she led integration efforts across NBCU's portfolio, as well as initiatives to reach millennials and mobile users. "A seasoned executive with more than 20 years of media experience across television, digital and print, Jackie has been an essential driver behind the growth story of NBCU Telemundo Enterprises," *Cesar Conde*, chmn of **NBCU International Group** and NBCU Telemundo Enterprises, said in a memo.

Cablefax Week in Review

Company	Ticker	2/24 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DISH:	DISH	62.54	(0.56%)	9.37%
ENTRAVISION:	EVC	5.65	4.63%	(26.72%)
GRAY TELEVISION:	GTN	13.35	6.37%	(18.1%)
NEXSTAR:	NXST	69.75	2.88%	18.82%
SINCLAIR:	SBGI	40.30	10.41%	23.85%
TEGNA:	TGNA	24.80	1.76%	(2.82%)
MSOS				
CABLE ONE:	CABO	637.37	0.26%	46.97%
CHARTER:	CHTR	326.75	0.06%	78.55%
COMCAST:	CMCSA	37.89	(49.68%)	(32.85%)
GCI:	GNCMA	20.96	5.43%	28.67%
LIBERTY BROADBAND:	LBRDA	84.87	(0.2%)	64.32%
LIBERTY GLOBAL:	LBTYA	36.99	0.65%	(12.68%)
SHAW COMM:	SJR	21.22	(0.79%)	23.44%
SHENTEL:	SHEN	29.10	0.34%	(32.4%)

PROGRAMMING				
21ST CENTURY FOX:	FOXA	30.61	0.86%	12.70%
AMC NETWORKS:	AMCX	60.95	9.17%	(18.39%)
CBS:	CBS	66.97	1.95%	42.10%
DISCOVERY:	DISCA	29.27	2.06%	9.71%
DISNEY:	DIS	110.32	0.24%	4.99%
GRUPO TELEVISIA:	TV	26.44	14.41%	(2.83%)
HSN:	HSNI	39.90	10.99%	(21.26%)
MSG NETWORKS:	MSGN	22.30	4.21%	7.21%
SCRIPPS INT:	SNI	80.76	6.21%	46.28%
TIME WARNER:	TWX	97.28	0.83%	50.43%
VIACOM:	VIA	46.65	(0.74%)	6.05%
WWE:	WWE	21.45	(3.12%)	20.24%

TECHNOLOGY				
ADVVANTAGE:	AEY	1.78	(1.66%)	(1.66%)
AMDOCS:	DOX	60.76	1.30%	11.34%
AMPHENOL:	APH	70.18	1.04%	34.37%
APPLE:	AAPL	136.66	0.71%	29.83%
ARRIS GROUP:	ARRS	25.75	(14.74%)	(15.77%)
AVID TECH:	AVID	5.85	(0.34%)	(19.75%)
BLNDER TONGUE:	BDR	0.73	(2.67%)	82.50%
CISCO:	CSCO	34.32	1.78%	26.36%
COMMSCOPE:	COMM	37.32	(5.4%)	44.15%
CONCURRENT:	CCUR	4.97	1.43%	0.40%
CONVERGYS:	CVG	22.74	(7.33%)	(8.64%)
CSG SYSTEMS:	CSGS	40.03	0.60%	11.26%
EHOSTAR:	SATS	56.25	2.05%	43.83%
GOOGLE:	GOOG	828.64	0.07%	9.19%
HARMONIC:	HLIT	5.45	(4.39%)	33.91%
INTEL:	INTC	36.53	0.14%	6.04%
INTERACTIVE CORP:	IAC	74.43	(1.26%)	23.95%
LEVEL 3:	LVL	57.61	0.54%	5.98%
MICROSOFT:	MSFT	64.62	0.00%	16.47%
NETFLIX:	NFLX	143.25	0.72%	25.24%
NIELSEN:	NLSN	45.16	0.18%	(3.09%)
SEACHANGE:	SEAC	2.53	1.61%	(62.46%)
SONY:	SNE	30.93	(1.31%)	25.68%
SPRINT NEXTEL:	S	8.94	(3.87%)	146.96%
SYNACOR:	SYNC	3.10	(1.59%)	77.14%

Company	Ticker	2/24 Close	1-Week % Chg	YTD %Chg
UNIVERSAL ELEC:	UEIC	70.35	(3.17%)	37.00%
VONAGE:	VG	6.09	(1.62%)	6.10%
YAHOO:	YHOO	45.55	1.00%	36.95%
TELCOS				
AT&T:	T	42.36	2.12%	23.10%
CENTURYLINK:	CTL	24.58	1.24%	(2.31%)
FRONTIER:	FTR	3.37	2.43%	(27.84%)
TDS:	TDS	29.86	(6.48%)	15.33%
VERIZON:	VZ	50.60	2.87%	9.48%

MARKET INDICES				
DOW:	DJI	20821.76	0.96%	19.49%
NASDAQ:	IXIC	5845.31	0.12%	16.73%
S&P 500:	GSPC	2367.34	0.69%	15.82%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS		
COMPANY	CLOSE	1-WK CH
1. GRUPO TELEVISIA:	26.44	14.41%
2. HSN:	39.90	10.99%
3. SINCLAIR:	40.30	10.41%
4. AMC NETWORKS:	60.95	9.17%
5. GRAY TELEVISION:	13.35	6.37%

THIS WEEK'S STOCK PRICE LOSERS		
COMPANY	CLOSE	1-WK CH
1. COMCAST:	37.89	(49.68%)
2. ARRIS GROUP:	25.75	(14.74%)
3. CONVERGYS:	22.74	(7.33%)
4. TDS:	29.86	(6.48%)
5. COMMSCOPE:	37.32	(5.4%)

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