

Cablefax Daily™

Tuesday — March 28, 2017

What the Industry Reads First

Volume 28 / No. 058

Political Climate: Elections Over, But Still Plenty of Advertising Potential

Donald Trump is still in his first 100 days in office and midterm elections are still quite a ways off, but that doesn't mean political advertising is dead. "We totally discounted what 2017 would look like. We're seeing more political advertising in 2017 than we had predicted in large part because of what's been coming out of 1600 Pennsylvania Ave, where you've had advertising on behalf of cabinet appointments as well as the SCOTUS appointment," **Viamedia** pres/CEO *Mark Lieberman* told Cablefax. "You're seeing positive supporting advertising for those nominees. And you're seeing advertising on the other side of the aisle, either opposing issues or potential nominees." It's not going to be monumental, but for a down year, it's looking bigger than Viamedia expected. Friday's pulled vote on repealing the Affordable Care Act has resulted in digital ads from Dems targeting potentially vulnerable GOP members. Then there were those unfortunate ads airing on TV from Conservative PAC **American Action Network** encouraging people to thank their members of congress for voting to repeal Obamacare, even though a vote didn't occur. It seems a divided country can pay out well for more than just the news nets. Looking ahead to the midterms, Lieberman predicts 2018 will be much larger than 2014. "You'll have 33 senatorial elections, most of those, 25, are Democratic candidates. Democrats, of course, want to protect the seats they have, as well as make a play to get back the Senate. So I think that means they're going to over-fundraise and overspend," he said. Also important for next year are the gubernatorial elections set to be held 36 states and, of course, all 435 voting seats in the House. "I think you're going to see an explosion of monumental proportions, even more so than the last midterm and even more so than this past presidential election because of how polarizing and divisive" things are, Lieberman said. The 2016 presidential election was interesting as Hillary Clinton outspent Trump nine to one. But before you take that to mean political ad spending "Trump embodied television." And cable definitely still has a big role to play. Broadcast was down 20% in terms of overall sales in political in 2016 compared to 2012, while cable was up 52%, according to **Borrell Associates**. The presidential election also offers a lesson in data analytics, which **GABBCON** plans to tackle during the **NAB Show** Ad Innovation Lab and Executive Summit. "A large proportion of the US population believed the polls and the data that was coming in. And two companies on the other side of the coin were applying data in a different way," said GABBCON CEO *Gabe Greenberg*, referring to **Cambridge Analytica** and **Deep Root Analytics**. "I think there's a lot that can be learned there that can be applied to marketing. And it comes down to really understanding your data—where it's coming from, how to value it and to ensure there's consistency there."

Privacy on the Hill: The House is expected to vote on broadband privacy regulations Tuesday, following last week's Senate vote to repeal the **FCC's** broadband rules under the Open Internet order. Cable has maintained that the FCC's two-tier privacy regs upend consumer expectations by abandoning the **FTC's** framework and treat actors differently.

4K for Verizon: Verizon is working with **SES** on the development of UHD delivery for **FIOS** customers. The telco is testing

27430

Cablefax's Awards Breakfast

Honoring three amazing programs under one roof!

DIGITAL + TECH

Plus The Most Innovative People in Multiscreen

REGISTER TODAY!
MARCH 30
NYC

Questions: Contact Alex Virden,
avirden@accessintel.com or 301-354-1619.

www.cablefax.com/events



© 2017 Access Intelligence, LLC. Federal copyright law prohibits unauthorized reproduction by any means and imposes fines of up to \$150,000 for violations.

CABLEFAX DAILY (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Advisor: Seth Arenstein ● Dir. of Bus Dev.: Rich Hauptner, 203.899.8460, rhauptner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Sr. Dir., Market Development: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Prod: Jo Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs: Laurie Hofmann, 301.354.1796, lhofmann@accessintel.com ● Sub Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,699.97/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

content from SES's pre-packaged UHD platform, which combines a growing lineup of Ultra HD channels and reception equipment in a service delivered over scalable satellite capacity. Verizon joined MVPDs trialing the satellite-based UHD platform from SES, including **Frontier Communications**, **Service Electric** in PA and NJ and **Aureon** in IA.

WOW! IPO: WOW!, the sixth largest cable operator in the US, filed with the **SEC** last week for an initial public offering of its common stock under the ticker WOW!. It filed to raise up to \$100mIn through the IPO, with **Renaissance Capital** estimating it could raise up to \$750mIn. WOW! has acquired six companies since 2006, most recently closing on its purchase of **NuLink** (34K customers) last fall. "We believe our acquisition track record provides us with an advantage in future consolidation opportunities," the company said in its S-1 filing.

Hearst-DISH: Another weekend is over with **Hearst** stations still dark on **DISH**—the fourth since the stations went dark in 26 markets on March 3 due to a retrans dispute. No big moves are happening from either side, though Hearst just released a FAQ about the dispute on its website. In it, the broadcaster disputes that it's seeking double what DISH was previously paying for the stations (an assertion DISH included in its letter to Rep *Anna Eshoo*, D-CA), encourages viewers to ask for a credit or refund for Hearst stations and takes DISH to task for 250 station outage since 2015.

Raycom-AT&T: It took 10 days, but **AT&T** and **Raycom** reached a new deal that had location stations returning to **U-verse's** lineup Sunday. The agreement came in just hours before SC faced FL and the NC Tar Heels took on the KY Wildcats. The impasse impacted stations in 23 markets. "We look forward to a productive future relationship with Raycom that meets our customers' greater expectations," AT&T said.

Paramount Chief: **Viacom** selected *Jim Gianopulos* as chmn/CEO of **Paramount Pictures**, overseeing the studio's film and television operations worldwide, including production, marketing, distribution and all other facets. He is a well-known entertainment exec, having served as chmn/CEO of **Fox Filmed Entertainment**, overseeing Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International Productions, and Twentieth Century Fox Animation/Blue Sky Studios. Gianopulos is treasurer of the Academy of Motion Picture Arts & Sciences, chairman of the Motion Picture & Television Fund, and a trustee of Carnegie Mellon University and the American Film Institute.

Clyburn's #Solutions2020: Democratic **FCC** commish *Mignon Clyburn* released a final version of her "#Solutions2020 Call to Action" plan, recommending adopting a final order on independent programming that would target MFNs and alternative distribution method provisions. Clyburn released a 12-page document outlining recommendations based on a 4.5 hour forum in October and written submissions by the public. Not surprisingly, she wants streamlined access to lifeline service, suggesting a shot clock for approving Lifeline provider compliance plans and ETC designations. Other suggestions include reforming pole attachment regs to reduce the cost of deployment and supporting Sen *Cory Booker's* Community Broadband Act, which preserves local communities' rights to provide residents with broadband.

March Madness: The **NCAA** Men's Div 1 tourney has averaged 9.8mIn viewers through Sunday's regional finales. That's up 10% from last year's 8.9mIn and good enough to make it the 3rd most-watched tournament in 24 years. Sunday's NC-KY game on CBS was watched by 15.5mIn, making it the 2nd most-watched regional since 2005. NCAA March Madness Live has generated an all-time record 88 million live video streams during this year's tournament, an increase of 31% over last year.

Corporate Licenses

Cablefax Daily

WHAT THE INDUSTRY
READS FIRST.

Get reduced subscription rates for multiple readers in your organization.

Find out more! Contact Laurie Hofmann at
LHofmann@accessintel.com
www.cablefax.com

