

Cablefax Daily™

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What the Industry Reads First

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Target Forecast: Talking Advertising with Weather Channel's COO

With technology getting more sophisticated, targeted advertising has been a key part of most upfront presentations this year. It cuts across both programming and distribution, with both looking to deliver hyper-targeted, customized campaigns that will deliver the elusive consumer. NBCU made headlines in March by committing \$1bn in targeted ad inventory. While the Peacock came out strong, it's top of mind for every network. Weather Channel COO Freddy Flaxman spoke to Cablefax contributor Dade Hayes recently about how the network is approaching targeted advertising. It's a subject he and others will tackle in more depth at the upcoming Cablefax TV Innovation Summit in NY (June 8, www.cfxtvsummit.com). **How do you go about matching brands with the viewers they want?** We have two types of viewing behaviors. We have viewers who come to us every day as part of their routine, and there are advertisers who want to associate themselves with that. The other type of behavior is around major weather events, just like news networks get or broadcast networks with award shows. During Hurricane Matthew last fall, we were the highest-rated network on cable. So both viewing scenarios give brands big opportunities. **Does your local targeting enable you to work with more brands or to deepen your relationship with existing ones?** It's a combination of the two. Massive data science has allowed us to talk to brands that may not have had exposure on our net in the past—Hollywood movies, for example. There's a big correlation between movie attendance and weather. Armed with data, we can show them opportunities to market. We show them what to do if it's raining in Topeka but not in Miami. **How do you measure success?** With the unique partnerships we have had, we have been able to see whether localized and weather-triggered campaigns actually moved the needle on sales. And we were able to see very clear correlations. When you can see that direct line of sight, it just enables you to market yourself as an effective place for brands to be. **Do these locally targeted efforts make your ads less skipped?** Weather Channel is among the best at retaining audience through the commercial breaks. We are a live, linear network. People have us on during the day. There is not a lot of delayed viewing of weather. 'Local on the 8s' is situated in the middle of a pod, meaning it's also a great opportunity for branded content. We're excited with the integrated approach that we take.

Broadband Adds: The fourteen largest US cable and phone companies, who collectively represent about 95% of the market, gained a total of approximately 960K Internet subs in 1Q17. That is a 15% YOY drop from the 1.1mln new subs the market gained during 1Q16. Breaking down the results, top cable companies collectively added 1mln broadband subs in 1Q of this year, while top telco companies lost 45k. Telco companies have had net broadband losses in seven of the past eight quarters.

Blue Alerts: FCC chmn Ajit Pai isn't focused solely on rolling back Title II classification. He announced a proposal Friday to add an alert option to the Emergency Alert System to help protect law enforcement personnel. The "Blue



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Alert” would be used by authorities to notify the public through TV and radio about threats to law enforcement and to help capture suspects. The FCC commissioners will vote on the NPRM at a June 22 meeting.

Viacom Carriage Impact: The news of **Charter** re-tiering **Viacom** nets has made waves, but **ISI Evercore** believes the impact on Viacom will be relatively nominal. The research firm estimates that Charter bumping the seven nets off of two widely-offered video packages would only cost Viacom an incremental 1.5-2.25mln subs. Given that the seven nets total about \$2.75 in monthly per-sub fees, the move puts an estimated \$50-\$75mln in annual affiliate revenue—or 1-2% of Viacom’s total—at risk. That estimate assumes carriage minimum guarantees are included in the agreement between Viacom and Charter.

Facebook Streaming Deals: **Facebook** on Thursday announced two new streaming partnerships with **MLB** and **ESL**, an esports competition organizer. MLB will broadcast 20 games on Facebook this season as part of a new partnership that includes weekly game streams on the social platform. The games will air Friday nights this season and be available across the US, including in participating teams’ local markets. Each broadcast will be a feed from a participating team’s local broadcast rightsholder. MLB in 2011 first aired select spring training games live on Facebook and has leveraged Facebook Live on several occasions since the streaming product’s launch. ESL will stream live Counter-Strike: Global Offensive events, as well as a weekly 30-minute program.

Está Bien: **DISH** on Thursday launched a Spanish-language customer service app for smartphones and tablets, making it the first major cable operator to do so. The app allows customers to perform account-related functions, such as paying bills, changing sub packages, and ordering PPV and VOD content. The app launch coincides with DishLATINO’s unveiling of a new Spanish-language user interface for its set-top boxes.

Morning Sports Showdown: **FS1** will premiere a new morning show in September featuring Pro Football HOFer **Cris Carter** and former radio voice **Nick Wright** as hosts. The show, which will air weekdays from 6-9am ET, will go head-to-head with **ESPN’s** new morning program led by longtime “Mike & Mike” co-host **Mike Greenberg** in the 7-10am window. Greenberg’s show, however, doesn’t debut until January.

Programming: **HBO** on July 8 will debut “Tour De Pharmacy,” a sports mockumentary special starring **Andy Samberg** and **Murray Miller**. The film, which is about a fictitious 1982 cycling race marred by doping, is Samberg and Miller’s second collaboration for HBO under their Legends of Sport banner. The net on Friday also announced that it has renewed “Animals,” an animated show created by **Phil Matarese** and **Mike Luciano**, for a third season. -- **Investigation Discovery** greenlit a 10-ep second season of “Murder Chose Me,” which will begin in early 2018. The show features stories and case files from Louisiana detective **Rod Demery**. -- **Univision** on Saturday (May 20) premiered “Super X,” an original series on its SVOD platform, Univision NOW. The first ep premiere was simulcast on the Univision broadcast net, and all 13 episodes of the series are now available on demand exclusively on Univision NOW.

People: **Scripps Networks Interactive** has named **Lois Nix** CFO/svp of its ad sales division. Nix previously served as **Weather Company** COO/svp of digital & cable ad sales. She succeeds **Amy Listerman**, who left Scripps last month to take the role of CFO/evp of finance & accounting at **Fox News**. Nix is based in New York and will report to CRO **Steve Gigliotti** and CFO **Lori Hickok**.



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The FAXIES Awards Finalists

Marketer of the Year, VP Level and Above

- **Joni Fernandez**, Univision
- **Jennifer Giddens**, Sprout/NBCUniversal
- **Jennifer Sarlin**, TLC
- **Alexandra Shapiro**, USA/Syfy

PR Executive of the Year, VP Level and Above

- **Liza Burnett-Fefferman**, VH1 + LOGO/VIACOM
- **Tom Caraccioli**, Outdoor Sportsman Group
- **Chris Delhomme**, VH1 + LOGO/VIACOM
- **Alex Slater**, Clyde Group
- **Pam Slay**, Crown Media Family Networks

Acquisition and Upgrade Marketing

- **Boingo Wireless** – Boingo Broadband International Launch
- **DigitasLBI** – XFINITY X1 Voice Remote Engagement DM
- **GALLEGOS United** – Beautifully Bilingual
- **GALLEGOS United** – Interruptions

Advertising Campaign for a Network

- **TLC** – “I AM” Campaign
- **truTV** – “Funny because it’s tru” Campaign
- **USA** – “We The Bold” Campaign

Advertising Campaign for a Single Program

- **BET Networks** – The New Edition Story, An Epic 3-night Miniseries Event
- **Pop** – Baywatch Teases
- **TLC** – Too Close to Home S1B
- **Viewpoint Creative** – A+E 60 Days In Season 2 Promo Campaign

Affiliate and Partnership Marketing

- **A+E Network** – Roots and 23andMe Partnership
- **Big Ten Network** – BTN Tailgate
- **Discovery Communications** – Discovery Channel 2016 Shark Week
- **Comcast VIP Screening of Savannah Sunrise at Rossmore**
- **Turner Entertainment Networks** – AT&T and CONAN Comic Con 2016

Brand Image and Positioning Campaign

- **Boingo Wireless** – Boingo All In: I Love LA
- **Burrell Communications** – XFINITY: Unplug and Connect
- **GCI** – Alaska Born and Raised campaign
- **Mediacom** – “Spirit of Mediacom” TV
- **The Weather Channel**

Community Relations

- **Altice USA** – Altice Connects
- **Cox Business** – Get Started Tucson
- **Telemundo** – El Poder En Ti
- **Nickelodeon** – Nick Jr. Beyond the Backpack

Corporate Social Responsibility / Green Campaign

- **Nickelodeon** – Nick Jr. Beyond the Backpack
- **Sprout** – Kindness Counts
- **TLC** – Give a Little
- **WE tv** – 2016 Black History Month PSA Campaign

Integrated Marketing Campaign

- **A+E Networks** – USAA and HISTORY Pearl Harbor Anniversary
- **Burrell Communications** – XFINITY X1 Voice Remote: Speak Your Mind
- **Investigation Discovery** – The Vanishing Women
- **National Geographic** – MARS
- **NBCUniversal** – 2016 Rio Olympic Games Resource Site
- **NBCUniversal** – TV Everywhere “TV Always. All Ways.”
- **Telemundo** – El Poder En Ti’s #YoDecido PSA Campaign
- **Turner Entertainment Networks** – iHeartRadio Music Awards presented by Capital One

Marketing Campaign

- **BET Networks** – BET Awards 2016
- **Crown Media** – Countdown to Christmas 2016
- **Sprout** – Sprout Talks Tech
- **SundanceTV** – “Project Five by Five” Presented by Visit Seattle
- **TLC** – Too Close to Home S1B
- **truTV** – Impractical Jokers Ultimate Block Party at Comic Con

Marketing of a Continuing Series

- **Big Ten Network** – BTN Tailgate
- **Discovery Communications** – Investigation Discovery’s A Crime to Remember: Activations You Won’t Forget
- **HBO** – Game of Thrones Campaign
- **Syfy** – The Expanse: Enter The Future
- **Syfy** – The Expanse: Expanse Recat
- **The Weather Channel**
- **USA Network, Universal Cable Productions & Here Be Dragons** – Mr. Robot Virtual Reality Experience

Marketing of a New Series or Show

- **BET Networks** – The New Edition Story, An Epic 3-night Miniseries Event
- **EPIX** – Berlin Station
- **HBO Multicultural Marketing** – Insecure
- **History and A+E Studios** – Roots
- **National Geographic** – MARS
- **Ovation TV** – Versailles Series Launch
- **Pop** – Nightcap Campaign
- **Sprout** – Flogals
- **USA Network & Ludomade** – COLONYTV.COM

Marketing of a Special or Documentary/ Documentary Series

- **CNN** – Finding Jesus
- **EPIX** – America Divided
- **Investigation Discovery** – The Vanishing Women

Marketing Team of the Year

- **Boingo Wireless**
- **Crown Media Family Networks**
- **EPIX**
- **Pop**
- **TLC**

Media Event

- **Bravo** – Below Deck Mediterranean Launch Party
- **Crown Media** – South Street Seaport Tree Lighting Event
- **ESPN** – 2016 ESPN Upfront Event
- **Pop TV** – Nightcap Premiere Event: Crosby Hotel
- **Turner** – FilmStruck Launch

Congratulations to all the finalists! We are looking forward to a fun filled June 9 breakfast, including team photos, and networking with friends and colleagues. Tables will be positioned on a first come basis.

Reserve your table today at www.cablefax.com/events

June 9, 2017 • 8:30 – 10:30 am

Edison Ballroom, NYC

Media Relations Campaign

- **Cox Business** – Get Started Tucson
- **ESPN** – Jessica Mendoza Joins Sunday Night Baseball
- **Hallmark Channel** – Countdown to Christmas
- **Hallmark Channel** – Kitten Bowl
- **National Geographic** – Before the Flood
- **National Geographic** – MARS
- **Oxygen Media** – Strut Press Kit

Multicultural Marketing

- **BET Networks** – The Quad HBCU Campaign
- **Burrell** – The Next G.O.A.T. – Greatest of All Time
- **ESPN** – Cultural Positioning Presentation Kit
- **Gravity Media** – XFINITY ILD Campaign
- **HBO** – Mapplethorpe: Look At The Pictures
- **International Media Distribution** – 2016 Mediaset Italia/Verizon Special Offer Marketing

Nonprofit Partnerships

- **Discovery Communications** – Animal Planet's Puppy Bowl Cares Social Meme Generator
- **GCI** – Monthly Nonprofit Program
- **National Geographic** – Gender Revolution
- **Oxygen Media** – The Prancing Elites Project Season 2 | Prancing Your Profile To Promote Equality
- **Ovation TV & The Ovation Foundation** – Creative Economy innOVATION Grant Awards
- **Telemundo** – El Poder En Ti's Historias de Heroes
- **TLC** – Give a Little Campaign
- **The Weather Channel**

PR Stunt

- **Bravo** – Vanderpump Rules Pub Crawl
- **National Geographic** – MARS
- **UP TV** – McGhee Family Viral Photo Re-creation

PR Team of the Year

- **Hallmark Channel** – Countdown to Christmas: Network Program Publicity Team
- **National Geographic**
- **USA and Syfy**
- **Showtime Network**
- **VH1 + LOGO**

Press Kit

- **Bravo Media** – “Imposters” Season 1 Press Kit
- **Golf Channel** – “Summer of Golf”
- **National Geographic** – Killing Reagan
- **National Geographic** – MARS
- **Syfy** – The Magicians, Season 2

Programming Stunt

- **Investigation Discovery** – Premiere New Year
- **MPRM** – Friendsgiving
- **Sprout** – Black History Month
- **The Weather Channel**
- **UP TV** – GilMORE The Merrier Binge-a-thon

Public Affairs Campaign

- **A+E Networks** – Critics' Choice Awards #See Her Award
- **Altice USA** – Meet the Leaders

Shoestring Marketing

- **BET Networks** – TRAP Karaoke Powered by BET Awards 2016
- **Big Ten Network** – Minifigures
- **Boingo Wireless** – International Launch
- **Pop** – Nightcap Campaign
- **UP TV** – GilMORE The Merrier Binge-a-thon

Social Media During a Program

- **BET Networks** – The New Edition Story
- **National Geographic** – Gender Revolution
- **Pop** – Orwell Games
- **UP TV** – GilMORE The Merrier Binge-a-thon

Social Media Marketing

- **BET Networks** – The New Edition Story
- **Bravo** – Odd Mom Out – Robo Acclaim Trailer Customizer
- **Hallmark Channel** – Countdown to Christmas 2016
- **Hallmark Channel** – Kitten Bowl IV
- **Layer3 TV Acquires Majority of Customers Through Social Media Marketing!**
- **Nickelodeon** – Legends of the Hidden Temple Instadventure
- **truTV** – #truTVisAThing Brand Awareness campaign

Sweepstakes and Games Marketing

- **INSP** – State Plate VIP Sweepstakes
- **RCN** – 2016 Customer Appreciation Sweepstakes
- **USA Network & Ludomade** – COLONYTV.COM
- **USA Network** – Mr. Robot Digital Easter Eggs

Tchotchke

- **BET Networks** – The Quad Lounge Premiums
- **Bravo Media** – Imposters Season 1 Mailer
- **DigitasLBi** – Comcast Business Quick Service Restaurant Dimensional Mailer
- **HBO** – Vice Principals Paddle
- **Showtime Networks** – Twin Peaks Log Pillow

Trade Show Marketing/PR

- **HBO** – Hall of Faces
- **INSP** – INSP Brings Taylor Hicks to The Independent Show

Virtual Reality/Augmented Reality Marketing

- **American Heroes Channel** – Blood & Fury: America's Civil War
- **Crown Media** – Six Flag's Santa Wild Sleigh Ride
- **Syfy** – Incorporated: Incorporated VR
- **The Weather Channel** – “Window to Weather” Campaign
- **Turner Entertainment Networks** – AT&T and CONAN Comic Con 2016
- **USA Network, Universal Cable Productions & Here Be Dragons** – Mr. Robot Virtual Reality Experience

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