

Cablefax Daily™

Monday — August 7, 2017

What the Industry Reads First

Volume 28 / No. 149

35 Days Later: Nielsen Touts Longer TV Data Tail

As a growing chorus of TV execs push advertisers to pay for viewing well beyond the Live+7 window, **Nielsen** on Friday told critics gathered at **TCA Summer Tour** in L.A. that longer tail viewing habits fueled by out of home, VOD and other factors may continue to turn up the pressure. “What we’re trying to do is empower our clients to do whatever kind of deal they’d like to make,” said *Brian Fuhrer*, Nielsen svp, product leadership. He noted that Nielsen’s initiative to provide more ratings info across platforms and farther out from the live viewing date stems from Nielsen client requests. And while it’s unclear whether advertisers are ready to pay for longer tail viewing, he said clients are telling Nielsen that “at least this allows me to show people what they’re getting for free.” And now that more of those metrics are available across platforms and devices, the thought is that advertisers will have a more difficult time resisting price structures that acknowledge Live+35 viewing. “This is a very charged situation,” he said. “Everybody has their own way that they’re selling and the way they’re thinking about it.” In some cases, the numbers are quite stunning: **CBS**, for instance, often experiences “amazing growth” of audience over 35 days, said fellow Nielsen svp, product leadership *Kelly Abcarian*. CBS primetime series have experienced lifts of 53% and 15% vs. live-same-day and Live+7, respectively. Much of the trend is driven by the spike in OOH viewing, with sports getting the biggest OOH lift at 9%, followed by news at 3%. For big news events, OOH lift can run much higher, with viewing for the June 8 testimony of fired **FBI Director James Comey** on **CNN** seeing a +18% lift in A25-49 vs the net’s Live+7 ratings. Nielsen said more than an additional two and a half hours of time spent viewing was added to the nearly 30 hour average per person 6+ watching sports, while 48% of OOH viewing came from persons aged 25-54—a key demo for news programming. Overall, younger age groups have the largest percentage of viewership lift in their respective demos as a result of OOH viewers. Among viewers 18-34, OOH viewing contributed an 8% increase from in-home viewership. Nielsen also talked streaming vs. linear, with Fuhrer reporting that 73m US homes now have streaming capability, although streamed viewing now accounts for only 13% of all TV viewing. Of that 13%, **Netflix** dominates with half of the streams, followed by **YouTube** at 11%. Prompted by critics’ who noted that some streaming services don’t even report numbers (most notably leader Netflix), Fuhrer said “from our perspective, it’s imperative to measure that” based on client requests. But he acknowledged that “my opinion, while interesting, is fairly irrelevant here... Clearly Netflix



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 ● Community Editor: Alex Silverman, 212.621.4951, asilverman@accessintel.com ● 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 ● Marketing Manager: Charlotte Clay, 301.354.1710, cclay@accessintel.com ● Production Manager: Joann Fato, jfato@accessintel.com ● Diane Schwartz, SVP Media Comms Group, dschwartz@accessintel.com ● Group Subs or Subscription 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

has a different opinion.”

Lucky Number: Warner Bros Digital Networks on Friday unveiled digital content brand **Stage 13** at a presentation in L.A. The short-form brand will launch in October on **YouTube**, **Facebook** and **Stage 13.com**. Leadership for the brand includes svp & gm *Diana Mogollón*, head of scripted content *Christopher Mack* and head of unscripted *Shari Scorca*. Stage 13 has already produced 11 series, several of which have debuted at film festivals earlier this year. Two scripted series will premiere on **Verizon's go90** platform.

Sinclair-Tribune Merger: The FCC Media Bureau denied a request from **DISH**, **ACA** and **Public Knowledge** to force **Sinclair** and **Tribune** to cough up more info related to their proposed merger. Several indie programmers, including **Cinemoi** and **Newsmax**, backed the request for more info on the deal. The Bureau said that the parties don't need access to the “wide-ranging and highly confidential information” that they've asked the FCC to demand from the broadcasters. What's more, the FCC said proper procedure is to file a motion to deny if a party believes there isn't enough info to establish the transaction is in the public interest. The FCC also denied the trio's request to extend the petition to deny deadline by at least 30 days. The loss isn't stopping opposition to the deal. On Monday, reps from ACA, DISH, **Common Cause**, **One American News Network** and the **Computer and Communications Industry Assn** are holding a call with reporters to discuss why they believe the deal be rejected.

TDS Buying Oregon Operator: TDS is bolstering its 2014 purchase of **BendBroadband** with a deal to buy **Crestview Cable** in central Oregon. Once complete, the deal will add more than 21K service addresses to adjacent Bend Broadband. **Pat Thompson Co.** assisted Crestview Cable Communications with this transaction. Terms of the agreement will not be disclosed.

Programming: **BET** announced its fall lineup, showcasing the network's renewed focus on comedy. New series “50 Central,” will be headed by *Curtis “50 Cent” Jackson*, while *Wanda Sykes* will executive produce “Face Value,” a 30-minute game show based on the question, “Can you judge a book by its cover?” Other offerings include weekly satire series “The Rundown with Robin Thede,” scripted offering “The Comedy Get Down” and “Tales,” which will examine the stories behind some of the biggest songs in history. -- **Disney Channel** is journeying back to Camp Waziyatah, re-vamping its unscripted docuseries “Bug Juice” 20 years after the show originally aired. Coming in early 2018, the series will follow kids ages 10-12 in their summer camp adventures. Production is currently underway in Waterford, Maine. -- **Cowboy Channel** begins airing classic moments in rodeo history starting Monday at 8pm ET with “NFR Round 10 Archives.” Some of the footage from the National Finals Rodeo hasn't been shown for nearly 32 years.

NAMIC Co-Chairs: **Viacom** CEO *Bob Bakish* and **Comcast** sr evp and chief diversity officer **David Cohen** will serve as honorary co-chairs for the association's annual conference, Sept 26-27 in NYC. The 31st Annual NAMIC Conference includes the **Cablefax** breakfast recognizing our Most Influential Minorities in Cable honorees. **Altice USA** chmn/CEO *Dexter Goei* will speak at the event.

Giving Back: **ESPN's** fourth annual ESPY Day raised \$5.2mln to benefit the **V Foundation's** cancer research efforts, including \$2.6mln that will be directed to the Stuart Scott Memorial Cancer Research Fund in honor of the former “SportsCenter” anchor. This year's ESPY Day generated a 32% YOY increase in funds raised. ESPY-related fundraising efforts to date have totaled more than \$30mln.

People: **Lionsgate** appointed **Starz** evp, worldwide distribution *Gene George* to the same position at the parent company. He will report to recently promoted **Lionsgate** pres of worldwide TV and digital distribution *Peter Iacono*. George, who spent nine years at Starz, will explore licensing opportunities for Lionsgate's filmed content in new markets, identify film and TV acquisitions and serve as a liaison for Starz's continued integration into Lionsgate's global distribution operations. -- Former **AT&T** exec *Ken Ray* is joining **Equifax**, taking on the role of Communications and Digital Media leader. The new position will have Ray developing and executing sales strategies to existing customers. He'll also drive the company's expansion into new markets, exploring new partnerships while leveraging existing client relationships. -- **FuboTV** tapped *Ben Grad* as its North American head of content strategy and acquisition. In this newly formed role, Grad will be responsible for affiliate relations, contract negotiations, packaging and acquisition strategies for new content. He'll also head the development of a new viewership analytics platform for company use.