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Numbers Game: Kristin Dolan Dishes on Audience Data Venture 605

During her time as COO of **Cablevision**, Kristin Dolan oversaw the company's marketing, as well as its advertising sales division, where she took an interest in the power of data. Following the company's \$17.7bn sale to **Altice**, newly-formed **Dolan Family Ventures'** first endeavor was to create its own audience measurement company run by Dolan that would enhance advertising and marketing in media and entertainment. The internal code name for the project was Data Co. Ventures. Looking to maintain a connection to the working title, the company settled on 605, the numerical representation of the acronym DCV in roman numerals. Late last month, **605** struck a significant partnership with **Charter Communications**. Dolan sat down with **Cablefax** to discuss how 605 can help Charter utilize its television platform viewing data and what she misses about running a cable behemoth. **What made Charter the right partner for 605?** We've been talking for a long time about what we saw as the growing measurement problem in media and entertainment around a variety of different things: monetizing long-tail content and being able to measure television and buy and sell television the same way people buy and sell digital. Charter also recognized the importance that television and platform data plays in solving that current measurement problem. They're the number two cable operator in the country at 22mln subscribers, and a lot of the folks who work at Charter we have relationships with from our Cablevision days, all the way up to [Charter chmn/CEO] **Tom Rutledge**. We know them, we trust them, we have similar points of view, and having two of the Charter people on our board really helps with the strategic direction for the company and drives the growth of 605. Its appeal was people we knew, people who thought similarly, who were working for large company that has a significant amount of data. **How can 605 help Charter leverage its massive trove of subscriber data?** The first opportunity is around their ad sales business. So, it's similar to what we did at Cablevision, utilizing the television platform data to measure viewership on long-tail content, networks that aren't measured by Nielsen. That allows them to monetize that advertising on those networks, so they can sell long-tail content and actually be able to quantify the value of it, which is great for them. The other way would be using our proprietary data infrastructure and our analytics capabilities to help their overall solutions that they provide through Spectrum Reach. Helping their clients find, target and obviously purchase through Spectrum the right advertising against the right segments, and then we can help on the back end evaluate the effectiveness of the advertis-

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ing, the effectiveness of the target, the effectiveness of the creative. Beyond that, one of the things that we also really like about utilizing the data is that Charter and all the MVPDs are also managing a significant amount of inventory internally to further their subscription business. So, being able to optimize the utilization of their internal inventory is helpful, too.

Can advances in targeted advertising on linear TV help take back ad dollars lost to digital players? The pendulum is swinging back a little bit. People still realize television is arguably the best mechanism to target and reach large audiences. So, it's the combination of utilizing television and utilizing digital, but now being able to utilize television in the same way that they do with digital. Whether it's through optimizing linear schedules or eventually, as addressable becomes more and more prevalent, doing more very specific targeting with television, it just adds to the media mix and hopefully allows advertisers to be as effective as possible and also benefits the consumer. A relevant ad is much more interesting and engaging, and hopefully lucrative for the advertiser. **What regulatory developments are you watching that could impact the way operators and advertisers use data?** Coming from cable, we're super sensitive to consumer privacy and best practices because we have to stay in accordance with the Cable Act of 1984. So we've always, unlike digital, had significant regulation around what you could and couldn't do with the data. So, if anything, we tend to be super conservative. We watch all the issues really carefully, but in general the approach to privacy and anonymization and everything else means there's solutions already in place and those have been validated for the last 35 years. **What parts of being on the operator side of the business do you miss? What are you happy to be done with?** The thing I miss the most is the people. Overseeing such a large operation with so many employees across the Tri-State Area, all different types of people and really getting out in the field and running that large operation, I do miss that on the day to day. The flip of that is we're at a really critical point, a pivotal moment in advertising and in television, so migrating over to doing something different like this I find to be very exciting and interesting. We have a very young, small team here that is energetic and very, very smart. I do miss the people at Cablevision and, after 27 years, it was very sad to leave, but at the same time I'm excited about the future here at 605.

Fallen Angel: A California District Court judge dismissed **VidAngel's** counterclaim alleging antitrust violations by a number of studios that brought a suit against the video streaming platform. VidAngel provides technology that lets viewers skip material deemed objectionable out of the content it distributes. The judge also struck down VidAngel's defense against copyright misuse. The plaintiffs—**Disney Enterprises, Lucasfilm, Twentieth Century Fox Film and Warner Bros.**—filed their original complaint for copyright infringement and violation of the Digital Millennium Copyright Act in June 2016.

Amazon-Skybound Deal: Amazon has reached an overall deal with "The Walking Dead" creator **Robert Kirkman** and his multiplatform entertainment company with **David Alpert, Skybound Entertainment**. Kirkman and Skybound will work to create television to debut exclusively on Prime Video, a move in line with Amazon Studios' expansion into sci-fi, fantasy and horror programming.

Hulu Adds More CBS Locals: Hulu on Thursday added 12 additional local **CBS** affiliates to its virtual MVPD service. Markets in the latest batch include San Diego, Charlotte, Milwaukee, Tucson, Honolulu and Baton Rouge.

Programming: Netflix has renewed original women's wrestling show "GLOW" for a second season. The new order is for ten episodes. Separately, the streaming service ordered straight to series two projects from "Fauda" creators **Lior Raz** and **Avi Issacharoff**. -- **HBO** is adding comedy podcast "2 Dope Queens" to its lineup next year in the form of four hour-long specials. The titular duo consists of **Jessica Williams** and **Phoebe Robinson**. Also in the works at HBO is a half-hour comedy about the sneaker culture boom that it is developing with **SpringHill Entertainment**, the production company founded by NBA star **LeBron James** and his manager **Maverick Carter**. -- **USA** has ordered a third season for drama "Queen of the South" starring **Alice Braga** that is slated for 2018. -- **Smithsonian Channel** will premiere a four-part series on Aug 13, "Inside Windsor Castle," that goes behind the scenes in the largest and longest-occupied castle in the world. -- **DIY Network** is adding another renovation series to its lineup with "Vintage Rehab." The eight-ep series premieres Sept 6.

People: Media transport firm **Net Insight** is expanding its sales team with five new appointments. **Dan Donnelly** will serve as head of sales for the Americas, focusing on direct and channel partner sales. **Doug Jost, George Woodford** and **Quent Hanna** will act as sales directors under Donnelly for the Central, Northeast and Western regions, respectively. **Adam Zee** rounds out the new hires, heading inside sales for North America.