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What the Industry Reads First

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Facebook-Cambridge Analytica: Why Cable Says it Won't Happen Here

As many in cable gathered around the TV and internet Tuesday to watch Facebook's Mark Zuckerberg face questions from the Hill, there is a sense that the industry is safe from a similar scandal. "In general, cable is very different from what is going on at Facebook as cable has always been very protective of consumer data, both by federal Cable Act law, and then by each MSOs own safeguards and procedures on top of that," said Chris Pizzurro, head of business development, sales & marketing for advertising technology firm **Canoe Ventures**. "In fact, sometimes cable gets knocked for not being progressive or innovative enough in bringing products to market, and in some of those instances, the reason is because it potentially could harm consumer protections, so cable does not implement until the safeguards are in place." The Facebook-Cambridge Analytica fallout gets to the heart of cable's argument that edge providers shouldn't be held to different standards—a oft-repeated mantra during net neutrality arguments. Lawmakers may be hearing the message. "In the past, many of my colleagues on both sides of the aisle have been willing to defer to tech companies' efforts to regulate themselves. But this may be changing," **Sen Commerce** chmn *John Thune* (R-SD) said at Tuesday's joint **Judiciary & Commerce** hearing featuring Zuckerberg. The hearing hit its third hour as we hit our deadline, with Zuckerberg to face a second day of questioning Wednesday with **House Commerce**. While cable is increasingly taking advantage of data and moving into advanced advertising, its core business continues to be broadband, video and business services. And keep in mind, ISPs can only see web traffic generically—with the bulk of it encrypted—vs the personal browsing you give to companies like Facebook and **Google** for their services. Advanced advertising specialist *Gabe Greenberg*, CEO of **GABBCON**, noted that data used for TV targeting is anonymized at a household level, whereas in the case of Facebook, personal and unique info was shared about individuals. While there are differences in how addressable advertising is approached, Greenberg think it's likely TV could be impacted from the Facebook issue. "I do expect to see changes in the way brands and agencies will be able to use and target data in the future. GDPR recently passed in Europe and goes into force in May," he said, referring to the General Data Protection Regulation—a strict set of rules on how/why companies collect that often allows consumers to decide what is shared. "A similar law is likely to come to the US as a result of the Facebook/Cambridge Analytica issues and when it does, consumers will have more control over the use of their data and



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how they are targeted. Targeted or addressable TV advertising will only continue to get better as consumers have more control over what they want to consume and receive.” Cable already is subjected to Title VI privacy framework under the Cable Act, which has stringent rules for personally identifiable information, such as no disclosure of it without prior consent from customer. “There has been over a decade of intense scrutiny by multiple federal bodies over privacy issues with MVPD data. The amount of examination at the policy-making level of the TV industry’s adherence to the highest levels of privacy protection practices during multiple recent industry mergers has been intense and repeated,” **Video Advertising Bureau** pres/CEO *Sean Cunningham* said. “As a result, it is among the most well-protected data sets in American business. Conversely, there have been near no watchdogs at all on the duopolies’ data. They’re allowed to grade their own homework and there currently is no end-to-end third-party oversight like there is for TV data.”

DISHing Up Support: DISH unveiled the **DISH Alliance Group**, a business unit aimed at helping ISPs market their broadband service through DISH call centers. It is targeted at the ISP who wants to be a broadband-only business, with DISH stepping into handle video through **Sling TV** or **AirTV**. DISH Alliance includes an installation workforce and the flexibility to market DISH video services to commercial enterprises in addition to residences.

Meet Discovery, Inc.: Advertisers were introduced Tuesday afternoon to the new **Discovery**, featuring **HGTV**, **Food Network** and the other **Scripps Networks** brands alongside its familiar portfolio of **Discovery Channel**, **TLC**, **Science**, etc. On the same day as the company’s upfront, the first “Shark Week” promo hit the air—premiering during the night’s 200th ep of “Deadliest Catch.” Shark Week doesn’t begin until July 22, but it’s the 30-year anniversary so you can expect Discovery Channel to go all out. Discovery’s upfront presentation carried the theme “Advertising Works Here,” with US ad chief *Jon Steinlauf* (formerly of Scripps) touting research that gives Discovery nets a 96% advantage over sports, news and general programming. Highlights from the presentation at Lincoln Center include 766 hours of programming in 2018 for **HGTV**, including an immediate pick-up and renewal of “Good Bones” after the home renovation series’ Season 3 premiere attracted more than 3.2m viewers last week. Discovery Channel will have 448 primetime hours of originals, including “Why We Hate,” a docuseries exec produced by *Steven Spielberg* and *Alex Gibney*, and a series that explores whether it’s possible to create a million-dollar company in just 90 days (“Undercover Billionaire”). **Food Network** news includes *Martha Stewart* joining the judges’ table of competition series “Chopped” and in a hat tip to the combined Discovery-Scripps “Buddy vs Duff,” pitting Food’s cake baking titan *Duff Goldman* against **TLC’s** “Cake Boss” *Buddy Valastro*. In a similar synergy move, “Property Brothers” star *Drew Scott* and fiancé *Linda Phan* will plan their dream wedding on TLC with “Drew and Linda Say I Do” (wt). Other upfront announcements include **ID’s** “In Pursuit with John Walsh,” a series focused on tracking down fugitives and missing children, and **Animal Planet’s** “The Irwins,” featuring *Bindi* and *Robert*



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Irwin as the follow in the footsteps of their parents *Terri* and the late *Steve Irwin*.

Getting Stringy With It: Newly acquired **Comcast** property **Stringify** has updated its app to integrate functionality from Xfinity products. X1 and xFI customers can now display notifications on their TVs, automatically change channels and pause and un-pause devices on their home networks. Case uses include automatically notifying a TV viewer when someone is at the front door or when motion is detected outside. Comcast suggest you could even have it tune to certain channel and dim the lights whenever a “family movie night” is declared. This marks the first major update to Stringify™ since Comcast bought it last fall. Other news includes integration with lighting company **Lutron** and the addition of an app for Android Wear.

I've Got The Power: **SCTE-ISBE** is teaming with **Comcast** and **Liberty Global** on the Adaptive Power Challenge, which will guide the development of improved solutions to manage energy across broadband networks. The Adaptive Power Challenge focuses on finding solutions in monitoring & measurement, demand response and supply & control. Entries in two categories, established enterprises and breakthrough organizations, will be judged by a panel of industry leaders from companies such as **Canada's Rogers**, **CableLabs** and **Comcast**. Winners will be awarded \$10K each for those that lead to change in cable network energy management.

The Peabody Awards: **The Peabody Awards** board of jurors have announced the nominees for the 77th annual awards, based out of the Grady College of Journalism and Mass Communication at the University of Georgia. The nominees were selected from about 1,200 entries across TV, radio/podcasts and the web. **Netflix** earned 8 nominations across the categories while **HBO** hit 4. Comedian *Hasan Minhaj* will host the awards ceremony on May 19 in NYC.

On the Ice: **Hulu** is embarking on a sports marketing partnership with the **NHL** for the Stanley Cup Playoffs and Final. Hulu will create a custom hockey collection within the platform, and will operate with the National Hockey League Players' Association to create video vignettes for the league finals.

Traffic Circles: **CSG** brought real-time traffic insights into field force management solution **CSG Workforce Express**, allowing data to flow to its service technician routing capabilities and adjust technicians' routes. CSG's analysis of 850 technicians showed increased productivity by 2% and a decrease in drive time by 2.3%.

Smart Home: **Cox Communications** is expanding Cox Homelife to include home automation, following up on a trials in Tulsa, San Diego and Rhode Island. It began to launch nationally in March with a rollout to all markets over the next several months. Advanced features customers can use to control and monitor their homes include an indoor/outdoor Homelife HD camera for live camera viewing and motion-activated recordings, custom alerts and notifications, control of lights and smart door locks and 24/7 support.

Time for an Upgrade: **TiVo** renewed its product and patent portfolio license agreement with **Mediacom**. The extension grants Mediacom access to platforms, audience analytics and intellectual property.

Programming: **Golf Channel** is giving daily evening news show “Golf Central” an update, transforming it into a day-long platform. The enhancements include news updates throughout the day on linear television and digital segments, **Facebook Live** and **Twitter** video updates with hosts and analysts, utilization of new commercial formats and TaylorMade-sponsored features and content integrations. -- **Discovery** is rebranding **The Enthusiast Network** into **Motor Trend Network**, effective immediately. As part of the redesign, the TV network Velocity will be transformed into Motor Trend Network in fall 2018. -- **AMC** greenlit supernatural horror series “NOS4A2.” The 10 episodes, premiering in 2019, will be based on the bestselling novel by *Joe Hill*.

Brag Worthy: The L+3 numbers are in, making **MTV's** “Jersey Shore Family Vacation” the highest-rated series premiere in network history for L+3 (4.2 rating for 18-34s). The L+SD P18-34 rating grew 43% with three additional days of playback, increasing total viewers by 1mln to 3.6mln overall. Across all plays in its premiere weekend, Jersey Shore reached nearly 10mln total unique viewers. -- **WWE's** *Wrestlemania 34* in New Orleans drew the crowds, garnering 2.12mln total network subs (paid and free). This was above **Wells Fargo's** expectations of 2mln, and a 9% boost from last year's 1.949mln subs.

Best Actor Goes to... David Cohen: **NBCU's** show developers might want to take a look at **Comcast** senior evp *David Cohen* when it comes to casting. The exec performed a scene from “A Few Good Men” on Friday for **The Philadelphia Theatre Company's** “Play Brawl,” a fundraiser that had business leaders and pro athletes performing alongside professional actors. The audience voted for their favorite non-actor performance of the night, with Cohen winning the competition. He beat out former **NFL** star *Raheem Brock*, **Diversified Search** founder/chmn *Judith Von Seldeneck*, **Drexel Univeristy** pres *John Fry* and others for the trophy. Encore!