

Cablefax Daily™

Thursday — May 31, 2018

What the Industry Reads First

Volume 29 / No. 104

Leaving a Mark: 605 Releases Impact Index Measuring Sales, Brand Image

Looking purely at the sales figures provides one picture of a brand, but it's not the most complete. Bringing in a brand's identity offers a totally different view. That's why 605 took it upon itself to develop "The 605 Impact Index," a project which measures the impact of TV advertising by taking both branding and sales into account, otherwise known as the "top and bottom of the marketing funnel." The newly launched Index brings together datasets with custom first-party research to tackle qualitative metrics like brand awareness and how a customer feels in regards to that brand. 605's initiative is another example of the television industry trying to offer favorable comparisons to digital when it comes to advertising. "Sales attribution is important just because that's what digital does really well, and I think in a defensive measure against digital, TV has responded by coming to market with sales attribution models and approaches," 605 pres/co-founder *Ben Tatta* told **Cablefax**. "We just feel that a more complete approach is the best way to measure the value and you optimize the campaign based on the creative." 605 was armed and ready with an expansive data set, thanks to the 10mln homes that it receives second-by-second viewing data on. While there was plenty of talk around TV attribution at the upfront this year, there was some confusion that Tatta hopes to dispel in regards to the impact of advertising. "What was interesting about the upfronts was that TV attribution was synonymous with sales attributions, and I think that's a limited definition. And that's part of what we're trying to address here," Tatta said. "To measure that full impact, you really have to look at the brand's impact and the brand list metrics. We're shortchanging television if we don't take a broader view of what attribution really should be." He does note that digital and TV are not totally separate at this point, with Newfront events being held by some of TV's biggest players, such as **ESPN**. The intermingling at this point is something to be embraced as an opportunity for networks to grow favorability and sales attribution. "The two work hand-in-hand with one another, and the sequence of ads is just as important as frequency. The sequence of ads is delivered based on TV doing the job of creating a broad awareness and then following up with digital to do more pull-through," Tatta said. "When you're able to sequence and coordinate the delivery of the ads on a cross-screen basis, that's interesting. It's really just about how do you orchestrate the delivery so that digital can do what it does best." 605 used the new "funnel" formula to bring together its Brand Impact Study, a work that dove into brand favorability, and examined it for leading TV advertisers across auto,

Cablefax 100 & Top Ops *Celebration Dinner*

TUESDAY, JUNE 5
5:30 - 9:00PM
THE YALE CLUB, NYC

Join Cablefax for a Celebration Dinner on Tuesday, June 5 when we will salute the Cablefax 100 honorees and the Top Ops.

Register you and your team now and enjoy an evening full of surprises, celebration, recognition and comradery.

Sponsored by: **Canoe** **Pop**

QUESTIONS: Mary-Lou French at mfrench@accessintel.com

Advertising/Sponsorship: Olivia Murray at omurray@accessintel.com

Register Today at www.cablefax.com



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 ● Associate Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● VP Marketing: Amy Jefferies, 301.354.1699, ajefferies@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: 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

telecom, insurance, cosmetics and more. For instance, 605 found that audiences most favorable to **AT&T** overindex on **Viacom-owned TV Land**, but it is the only Viacom-owned network that did not have any AT&T advertising. “Based on the work that we’ve done over many months, we can see that TV delivers a lasting impression that can’t be compared to any other platform,” Tatta said. “Digital is really great at ‘bottom of the funnel,’ but in terms of brand favorability and brand awareness and brand perception, we have empirical evidence to support that it delivers better than any other platform out there.” Tatta went on to say that sales-attribution approaches really only capture a small percentage of the total value delivery. In the long-term, treating the customer in the same way that you would a swing voter in a political election and appealing to those who are on the fence about a brand could be the key to converting them.

Univision Leadership: As telegraphed by a *Bloomberg* report last week, **Univision** has tapped former **Media General** CEO *Vincent Sadusky* to succeed *Randy Falco* as CEO, effective Friday. Falco will remain on as an adviser through the end of the year. Sadusky will also join the Univision board. Falco announced his intentions to retire and leave the company in March, a day after Univision announced it has scrapped its IPO plans. Univision chmn *Haim Saban* praised Falco following rumors he was being pushed out, stating that the board reluctantly agreed to his wishes out of respect for him. “Leading UCI has been one of the most personally and professionally rewarding experiences of my life. So much has changed—and will continue to change—in the media landscape but through it all one thing remains true: no other media company serves and supports Hispanic America like UCI, something that is more important than ever in our world today,” Falco said in a statement.

Greener Pastores: *Tim Pastore*, pres, original programming and production for **Nat Geo**, will be leaving the channels after four years to pursue new opportunities. Friday marks his last day, with **Nat Geo Wild** gm *Geoff Daniels* to step into his role in the interim. Carolyn Bernstein will continue to oversee scripted content. “It goes without saying that Tim was an instrumental part of our transformation, and I will be forever grateful to Tim and his team for dedicating themselves to our new programming vision,” Nat Geo CEO *Courteney Monroe* said in a memo to staffers Wednesday. “I know change is hard, especially at a time when we face uncertainty as a company, but rest assured that Geoff and I both have a clear vision for what we need to do and we are excited, as we enter a new fiscal year, to continue along our transformational path.” Nat Geo is among the assets that parent **21st Century Fox** is selling to Disney—or possibly **Comcast** (see below).

The Battle for Fox: **Twenty-First Century Fox** set July 10 as the date for a special meeting for stockholders to vote on the **Disney’s** \$52bn merger agreement, with the board recommending stockholders vote in favor of the proposal. Comcast has said it’s in the advanced stages of preparing a bid for those assets, with Fox acknowledging that it



Also Honoring the
Cablefax Sales Hall of Fame
AWARDS LUNCHEON

TUESDAY, JUNE 5 | 12:00 - 2:00PM | EDISON BALLROOM, NYC



Congratulations to the finalists of The FAXIES awards and Sales Hall of Fame!

Bring the entire team to the luncheon for team photos, celebratory toasts and networking opportunities. Parties with tables of ten will have priority seating and will have ensured seats together.

*Table positioning is based on a first come basis, so register early.

For more information on this exciting industry event,
visit www.TheFaxies.com



may postpone or dismiss the meeting should more time be necessary. In other words, Comcast has a shrinking window to make an official offer, which the company has said would be all-cash and higher than Disney's all-stock bid.

Rural Broadband: NCTA, ACA, USTelecom and ITTA have asked Senate Ag committee leaders to modify the RUS Broadband Loan Program as it considers the Farm Bill. The groups want the program to focus on unserved areas—where at least 90% of a proposed service area doesn't have broadband (10 Mbps downstream/1 Mbps upstream). Currently the program requires only 15% of a proposed area to be unserved, allowing 85% to be overbuilt. "This practice does nothing to help those in rural America who still don't have broadband service," the groups said in a letter Tuesday.-- FCC chmn **Ajit Pai** has agreed to a 90-day extension to the challenge process for the map of eligible areas for Mobility Fund Phase II support. The map is intended to aid in the distribution of \$4.5bn in support for rural wireless broadband expansion over the next 10 years for areas unserved by 4G LTE. A bipartisan group of 30 US senators, led by **Roger Wicker** (R-MS), **Maggie Hassan** (D-NH) and **Jerry Moran** (R-KS), had asked for the extra time, expressing concerns about the map's accuracy and the need for more time to give challengers time to assemble data to challenge eligibility in their map area.

Grab the Popcorn: See a commercial for the latest summer blockbuster and want to go? **Comcast** made it easier for X1 customers to get to the theater by integrating **Fandango** into X1 and its voice remote. Viewers are able to find local showtimes and purchase tickets for "Jurassic World: Fallen Kingdom" while watching the film's trailer by saying "Get Tickets" into their voice remote. After reviewing a list of local showtimes, customers can send the information to their mobile phones to grab the tickets on Fandango's app or website. The capability will spread to other movie titles moving through the rest of the year. Jurassic World: Fallen Kingdom will come to theaters on June 22.

Arbitration Argument: CBS, 21st Century Fox, Univision, Viacom and Disney are speaking out against ACA and member **RCN's** recommendation to address any anti-competitive harms from an **AT&T-Time Warner** union. The ACA/RCN recommendation would have the court adopt an enhanced arbitration and standstill process reflecting conditions adopted by the **FCC** in the merger of **Comcast** and **NBCU** in 2011. Specific notes included fixing the AT&T-Time Warner offer to cover all programming managed or controlled by the post-merger entity and the permitting of smaller distributors to use a bargaining agent for arbitration. The programmers argue that this would require production of highly confidential and competitively sensitive licensing agreements between each of the content companies and video distributors. ACA said the objection has no merit. "There is no evidence that, in the past 15 years, these programmers have ever been harmed in arbitrations in which their programming contracts were permitted to be relied upon. Just as the court rejected their earlier effort to deny access to this key information as evidence in the DOJ's case against AT&T/Time Warner, it should do so again here," ACA pres/CEO **Matt Polka** said in a statement.

May Ratings: NBA action put **TNT** in the No 1 slot in prime for cable nets in May, averaging 2.8mln P2+. It was followed by **Fox News** (2.4mln), which took the top spot in total day (1.4mln). Rounding out the top five nets in prime were **ESPN** (2.2mln) **MSNBC** (1.7mln) and **USA** (1.3mln). Fox News continued its domination, but the other news nets still found things to crow about. MSNBC posted growth in 25-54s for Mon-Fri (9am-5pm), climbing 11%, while Fox and **CNN** both declined, 9% and 21% respectively. Oh, but wait... CNN boasted that it topped MSNBC in dayside (9am-4pm) among 25-54s (191K vs 179K) and on weekends with that demo in total day (196K vs 120K) and prime (245K vs 112K). Clearly, you can slice it and dice it a lot of ways, but there's a lot of interest in news. Fox News' "Hannity" beat out MSNBC's "Rachel Maddow Show" as the top news program for the month, averaging 3.26mln P2+ vs Maddow's 2.63mln. The next four most-watch news programs for May belong to Fox News ("Tucker Carlson Tonight," "The Ingraham Angle," "The Five" and "Special Report with Bret Baier").

Growing the Lion's Share: **Lionsgate** now owns a majority stake in talent management and production company **3 Arts Entertainment**, thanks to the completion of a partnership between the two. The deal will create a new platform bringing together a global distribution infrastructure from Lionsgate with the talent base and expert production capabilities from 3 Arts. 3 Arts, which has a client roster including directors, producers, actors, writers and comedians, will continue to operate under its partners' leadership with an operating board.

Auditing & Advertising: The **4A's** is sounding the alarm over **Accenture's** new programmatic services unit, which expands its offerings to encompass media planning, buying and management. "While agencies have adapted to consulting firms' disruption of the media landscape and their role as auditors in the client-agency partnership, we feel strongly that Accenture Interactive's new Programmatic Services unit is a clear conflict of interest, positioning Accenture to engage in media trading and then also be responsible for auditing the trading results and processes of its competitors," the 4A's said, noting it has reached out to the **Media Ratings Council** to address auditor independence.

Think about that for a minute...

Reboot

Commentary by Steve Effros

We've all learned about the benefits of a "reboot" over the years. You know, when you see that "blue screen of death" on your computer, or it suddenly freezes in the middle of writing an email or the friendly blue ring on Alexa turns red and tells you there is something definitely wrong, turn off the whole shebang and try to start it up again, see what happens. The same thing is true with Internet connections. The first, and usually most productive thing to do is pull the plug on your modem/router/WiFi, wait 20 seconds or so for the capacitor to fully discharge so the thing is really off, and then plug it back in.

This is the first bit of advice you will get on virtually any tech call you make. Try a reboot and see if everything starts up again. From my experience most of the time that's all you need to do. Suddenly, magically, things start working again. Chalk one up to the engineers. But now there are increasingly insidious things going wrong, or getting totally out of hand with the communications being delivered to us and maybe it's time for a major "reboot."

Social media has become fouled with intentional misinformation, threats, trolling and the like. Fishing has gotten a bad name because most folks now talk about the "ph" variety, as in "phishing" for information on your computer. Spam became so ubiquitous that filters have had to be employed on just about everything to maintain some usefulness. And, of course, the accumulation of information about you and personalized ads shooting at you are the issue of the day.

It's also of note that the things being done on the web have reached an almost comical point. I got a "camera speeding" ticket the other day in DC. I was going 37 Mph on a four-lane road. Didn't realize the District had



made that stretch a 25 Mph zone. Ok, taxes by any other name. But the email I got after paying the fine just tickled me. It said in part that the DMV: "... has an online Ticket Alert Service available to help you better manage your tickets. A TAS account will give you email notifications for ticket-related activity... You can receive emails when tickets are issued, reminder emails about ticket deadlines or penalties, and alerts if a vehicle is impounded." Really?

The point is, things have gotten out of hand in a lot of ways, and it's not just on the internet. Anyone with a phone knows that the "do not call" stuff isn't working! So what to do?

Well, the little country of Papua New Guinea may be pointing the way. They have announced they're simply going to turn off Facebook for a month so that folks can get re-normalized. They're not going to get rid of it forever, their citizens will be able to jump back into the craziness if they want to. They're also going to try to launch a local alternative, with a clean slate. It's basically a "reboot."

So, OK, what if we did that on a much bigger scale? What if we disengaged from Google, Twitter, Facebook, etc., for a period of time? What if we changed our phone numbers? Sure, there would be a period when it would take some effort to reconnect with the folks you actually wanted to communicate with, to get new passwords and the like to get back on Amazon or whatever. But might it also be extremely cleansing? Just a thought.

Steve

T:202-630-2099
steve@effros.com

(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)

CFX Cablefax
PROGRAM & TRAILER AWARDS

Honoring the Best Content & People on All Programming Platforms

ENTER TODAY!

Sponsorship Opportunities: Olivia Murray at omurray@accessintel.com

Questions: Mary-Lou French at mfrench@accessintel.com

CALL FOR ENTRIES!

Entry Deadline:

Friday, June 22, 2018

Final Entry Deadline:

Friday, June 29, 2018

Enter at:

www.cablefaxprogramawards.com