

Cablefax Daily™

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What the Industry Reads First

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Teen Screens: Study Reveals Facebook is No Longer a Favorite

What's cool with the kids nowadays? If you're guessing **Facebook**, you are sadly mistaken. Only 51% of US teens ages 13 to 17 are using the social media platform, according to a **Pew Research Center** study released Wednesday. "Teens, Social Media & Technology 2018" noted that there has been a notable shift in how teens are using social media in their daily lives versus how they acted even just a few years ago. In fact, it's not even close. **YouTube** (85%), **Instagram** (72%) and **Snapchat** (69%) all rose above *Mark Zuckerberg's* powerhouse as far as usage. When asked which they used most often, all three rose atop Facebook (10%) again. Snapchat became top dog (35%) while YouTube (32%) and Instagram (15%) followed. The move hasn't gone unnoticed by networks. "We've been seeing a shift in recent years in engagement and fan base, to YouTube and Instagram specifically, with the most significant movement in the last 6-9 months," **WE tv** vp, digital, *Andrea Macey* said. "We've experienced exponential growth on YouTube, with our content posting high engagement rates. Engagement on Instagram is also continually growing." The popularity of other platforms also can be seen in metrics. **E!** is an active player across social and was an early pioneer on Snapchat's Discover. The net's Snapchat series "The Rundown," which expanded to three times a week, averages an audience of 19mln unique monthly viewers globally. But E! doesn't just play on one social network, evidenced by its metrics for the royal wedding earlier this month. The brand ranked No. 1 in social engagement for the nuptials with nearly 20mln likes/comments/shares, beating out entertainment competitors such as **People**, **TMZ**, **Entertainment Tonight**. E! also delivered 53.2mln social video views driven significantly by Instagram stories and videos. And that wasn't even E!'s biggest week ever. That came earlier in the month with 68.3mln social engagements, driven largely by Met Gala content across Instagram, Facebook and Twitter. The shift in platforms could very well be a result of an increase in the teens who say today that they are almost constantly online (45%) compared to respondents in the last report from 2014-2015 (24%). This isn't especially surprising, since 95% of teens now have a smartphone. And while there are certainly downsides to being always online (bullying and rumor spreading are amongst the most negative uses), 31% still say it has a positive impact on their lives. Not all has changed over these few years. Notably, none of the moves in customer behavior have had an effect on **Tumblr** or **Twitter**, who reported similar results to those in the 2014-2015 sur-

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Entry Deadline:

Friday, June 22, 2018

Final Entry Deadline:

Friday, June 29, 2018

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vey. Demographics don't normally have an effect on whether a teen chooses one platform over another, but Facebook remained most popular with those lower on the socio-economic spectrum. In fact, its popularity has only grown. 70% of teens living in households with incomes under \$30K continue to use the platform. In the 2014-2015 survey, 51% of those under the \$30K mark said they used Facebook more often than its competitors. The report could prove valuable to advertisers and programmers trying to break through to younger audiences. But while these other players may be having their time in the spotlight, Macey doesn't think anyone should count Facebook out. "Facebook is still a big player and often when we see big numbers on an individual piece of content—it's on that platform," Macey said.

Big Guy on Campus: A new freshman has stepped onto campus. **Cheddar** is launching **CheddarU**, a live news network reaching 9mln students across more than 600 college campuses. The launch comes as a result of Cheddar's acquisition of **MTV Networks on Campus**, a distribution platform previously used for **Viacom-owned MTVU**. The fresh news network will broadcast live headline news, technology coverage and startup stories. Students will be able to watch Cheddar in their dorm rooms and common spaces while other screens in campus cafeterias and gyms will also have access to the network. CheddarU is free, including hardware and installation, to all qualifying campuses in the US.

Check Your Phone: **AMC Networks** is partnering with mobile ad-tech **ACTV8me** on a platform that will use inaudible audio triggers on TV commercials to send customized offers to viewers through an app on their phones. Outside of offers, viewers will be sent digital currency, reward points, coupons or promotions through the **Mobii** app. The capabilities will be deployed on commercial spots across the AMC Network portfolio. The platform offers advertisers another space to reach viewers, and AMC will not stop looking for others. It recently created **AMCN Agility**, a dedicated ad sales team focusing on data-driven solutions.

Carriage: **Newsmax TV** is available for three months free to **Sling Orange** and/or **Blue** customers. After that, it will be available as part of **Sling TV's \$5/month News Extra** add on service. -- Happy third birthday to retro game show network **BUZZR**. To celebrate, beginning at 12:01am Friday, **BUZZR** will be available throughout the country via live stream at www.BUZZRPlay.com. **BUZZR** is a digital multicast network that is available to more than 70% of US DMAs. It also has nationwide carriage through **DISH**. -- Sports-free vMVPD **Philo** is adding **Cheddar Big News**, **People TV** and **Tastemade** to its lineup, boosting its \$16/month base package to 40 channels. **Tastemade** is a 24/7 streaming channel focused on food, home and travel, while **PeopleTV** is from *People* and *Entertainment Weekly*. **Cheddar Big News** is a "fast-paced, young, non-partisan general news and headline news network" from the creators of **Cheddar**.

Waves of (Sea)Change: A new video management and delivery platform has hit the scene, thanks to **SeaChange**



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International. PanoramIC promises video providers a comprehensive cloud-based, end-to-end service which will optimize and personalize their viewers' video experience. The platform brings together the scalable components of the SeaChange cFlow video management and monetization portfolio with streaming solution elements from **ATEME**, **ATES Networks**, **Broadpeak** and **castLabs**.

Wide World of Sports: **ESPN** and the **Atlantic 10 Conference** have reached a multi-year media rights deal for more than 500 conference events each year to be carried on direct-to-consumer service **ESPN+**. The new deal will make at least 330 men's and women's basketball games available on ESPN+ annually, starting with the 2018-19 season. ESPN's linear network will continue to air the A-10 Championship final of the women's tournament. -- **Pac-12** released its initial coverage plans for the college football season, with 13 live games to air over the first three weeks. Seven home-openers are in the mix, including Utah's against Weber State on Aug 30 and USC's against UNLV on Sept 1.

Copyright Takedown: **GCI** has launched a new solution with **CSG** and **Yanna** to streamline the copyright complaint system. CSG's managed services offering combined with Yaana's copyright complaint system gives the operator a solution that automates the process of managing incoming notices alleging copyright infringement.

Ratings: Fox Business Network has reached a new milestone, winning business day viewers for 12 consecutive months, according to **Nielsen**. The net averaged 187K business day viewers in May. -- The first season finale of **Freeform's** "Siren" saw a massive rise in W18-34 (212K, +42%). It also reached four-week highs in total viewers (1.20m), A18-34 (280K), A18-49 (524K), W18-49 (377K), P12-34 (358K) and F12-34 (283K).

Programming: The second season of **Epix** series "Get Shorty" is debuting on August 12 at 9pm. The dark comedy, loosely based on *Elmore Leonard's* novel of the same name, is currently in production in LA. -- **AMC** fans, prepare for August 6. It's been marked as the premiere date for "Better Call Saul" and "Lodge 49," airing at 9pm and 10pm, respectively. If you're attending the ATX Television Festival (June 7-10 in Austin, Texas), you'll get a taste of both series, with a panel for Better Call Saul ep *Vince Gilligan* and *Bob Odenkirk* and a screening of the first episode of Lodge 49 followed by a panel with stars *Wyatt Russell* and *Brent Jennings* and eps *Peter Ocko* and *Dan Carey*. -- **FX Networks** ordered a pilot for a half-hour comedy based on the life of rapper and comedian *Dave Burd*, aka *Lil Dicky*. -- **Fox News** is expanding morning show "America's Newsroom" to three hours beginning June 11. It will move into the 11am hour, replacing "Happening Now" with host *Jon Scott* moving to anchor the weekends and cover breaking weekend news. -- Philadelphia Eagles QB *Carson Wentz* and his brother *Zach* have entered into a partnership deal with **Outdoor Sportsman Group** to create digital series "Wentz Bros Outdoors." It launches on OutdoorChannel.com on June 5, featuring short vignettes of their hunting, fishing and shooting experiences. -- Check out **C-SPAN's** "The Communicators" Saturday (6:30pm ET) to see **TDS Telecom** svp *Drew Petersen* and **ACA** pres/CEO *Matt Polka* talking about smaller operators and broadband. The half-hour program also will be available online Friday at www.c-span.org/communicators and will re-air Monday on **C-SPAN2** at 8am.

Calling Women In Technology: Nominations are being accepted through July 9 for the 2018 Women in Technology Award, presented by **WICT**, **SCTE-ISBE** and **Cablefax**. More information—including the complete list of winners—and the online nomination application are available at www.wict.org in the Career Development section. This year's award will be presented during SCTE-ISBE's Annual Awards Luncheon on Oct 24 during **Cable-Tec Expo** in Atlanta.

Tech Speak: Advance/Newhouse pres *Nomi Bergman* will deliver the opening keynote at the July 18 **WICT** Tech It Out event at Villanova University. The program, a partnership between WICT Global and the WICT Greater Philly Chapter, also will feature experts on voice technology.



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PROGRAMMER'S PAGE

Bikini Ready: 'Dietland' Tackles Body Acceptance

It's that time of year when many worry about their beach bodies and start new diets or exercise plans to achieve perfection. Enter **AMC's** "Dietland," premiering with two back-to-back episodes on Monday at 9pm. The show is taking its own spin on *Sarah Walker's* 2015 novel of the same name. For women watching the series, it may be a little too real at first, with fashion magazine ghost writer Plum Kettle (*Joy Nash*) struggling to lose weight and become comfortable in her own skin. Attending Waist Watchers meetings, preparing for a gastric bypass surgery and eating as little as possible all make up the average day for Kettle as she hopes to connect with her "inner thin self." Dietland will be accompanied by a companion talk show, "Unapologetic with *Aisha Tyler*." The unscripted series will air immediately following Dietland, but it won't just be a commentary on what's happening in the show. Tyler will lead discussions on the issues everyday women face today, including identity, owning and feeling confident in your sexuality and loving yourself and your body. Of course, she'll do it in her signature brand of humor to bring about the same coupling of comedy and serious discussion that is felt in Dietland. Dietland and Unapologetic come at a time when these conversations are more important than ever, with the #metoo movement allowing for these topics to be broached in a public fashion. The viewpoints offered are sure to be varied, as Tyler will be hosting celebrity fans, the series' actors and producers, as well as comedians, writers and journalists who have something to say on the topics at hand. — *Sara Winegardner*

Reviews: "800 words," Season 3 premiere, Friday, **Acorn TV**. The world really is getting smaller thanks to Acorn TV, which is known for bringing great British series to these shores. However, in June Acorn heads to the Pacific for Season 3 of a series about an Australian journalist named George (*Erik Thomson*) who uproots his teenage children to a scenic New Zealand coastal town. A family-friendly program, the cast is mostly young and attractive and the footage is tantalizing. While the storyline is soapy (think a good **Hallmark** film but the cars have their steering wheels on the right side), the combination of scenery, acting, writing and, yes, those accents, make "800 words" good family viewing. -- "Pose," series premiere, 9pm, Sunday, **FX**. While "800 words" will feel familiar, "Pose," about the LGBTQ scene in NYC in 1987, feels larger than most of our lives. That's due to outrageous costumes, hair and makeup and the oversized personalities of its characters. Fortunately Pose is far more than a period piece with great visuals, though an early scene about ball culture and purloined couture is filmed and blocked exquisitely. The stories about alternative culture in NY are gripping. There's also a compelling side story about a married man (*Evan Peters*) who works for *Donald Trump* and is attracted to the city's dark regions. — *Seth Arenstein*

Basic Cable P2+ Prime Rankings*
(5/21/18-5/27/18)

Mon-Sun	MC US	MC US AA
	AA%	(000)
ESPN	1.878	5719
TNT	0.976	2971
FNC	0.727	2215
MSNBC	0.475	1446
USA	0.471	1435
HGTV	0.422	1285
TBSC	0.335	1021
NICK	0.333	1013
NBCSN	0.304	927
ID	0.294	895
HIST	0.291	885
NAN	0.268	816
DISC	0.267	814
FOOD	0.261	796
ADSM	0.260	791
TLC	0.246	749
HALL	0.229	699
DSNY	0.229	698
CNN	0.228	694
A&E	0.225	686
FX	0.209	637
TVLAND	0.202	616
BRAVO	0.197	598
DSJR	0.168	510
INSP	0.167	509
AMC	0.167	508
SYFY	0.157	479
VH1	0.156	476
FRFM	0.156	474
PARA	0.155	472
MTV	0.148	452
APL	0.147	448
TRAVEL	0.143	435
LIFE	0.141	429
NKJR	0.136	415
BET	0.133	404
NATGEO	0.131	399
GSN	0.129	393
HMM	0.118	360
COM	0.117	358
ESPN2	0.113	345

*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.

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