

Cablefax Daily™

Monday — July 16, 2018

What the Industry Reads First

Volume 29 / No. 134

New Kid: Brands Warm Up to IGTV, Explore the Platform's Potential

There's a new kid on the block ready to become the leader with mobile video in **Instagram's IGTV**, and brands are starting to wrap their brains around how to best leverage it. Released on June 20, the new app promised to deliver a long-form, vertical video platform for creators. While a standalone IGTV app was released, IGTV is also able to be watched from within the Instagram app. The move places it in greater competition with **YouTube**, the longtime favorite for video creators. The current limit for a video on the main Instagram feed is one minute while those on IGTV are cut off at ten minutes (select accounts may be able to leave videos of up to an hour long). The company believes its focus on purely mobile video will be what sets it apart. In a company blog post announcing the app, it noted that by 2021, mobile video will account for 78% of total mobile data traffic. **National Geographic** didn't hesitate in posting on the platform. "One Strange Rock," a 45-minute-long show about the wonders of Earth, is available on the network, but was re-edited for vertical viewing. Others have taken a more cautious approach in content for IGTV. "With any new product the social giants release, we have to have an initial amount of skepticism," **Red Fabbri**, vp, social, **Paramount Network & TV Land** told **Cablefax**. "If you're too skeptical, you'll never get on it and if you're too enthusiastic, you may be spending too much energy on something that's still unproven." After looking at different accounts across different networks, Fabbri and the team decided that TV Land's "Younger," a series with a previously-established Instagram fanbase, and new series "Yellowstone" from Paramount Network would be the right fits for the platform. So far, it's been difficult to get solid results on the impact of the series, with Fabbri saying that the medium is still very new and nobody really knows how to benchmark yet. It's not like this is the first time that vertical video has been pursued, but it still has much to prove in terms of meaningful impact. Most of the vertical video now is in a slide format, such as that utilized in **Snapchat** or Instagram stories. This allows users to skip through at a rapid pace. Placing long-form video in the vertical format will be a major test of consumer behavior. In looking ahead, Fabbri is most interested in the time spent watching IGTV content as well as meaningful amount of views. That will dictate what else and how much the team will produce in the future. While IGTV has time to prove itself to audiences and gain traction with Instagram users, there are certain challenges it needs



Nomination Deadline: July 20, 2018

2018



Who are cable's most influential minority executives?

Help us decide by nominating the executives you think should be included in our annual list of the Most Influential Minorities in the industry.

Cablefax: The Magazine distribution includes: NAMIC/Cablefax Breakfast, Diversity Week.

Questions:

Contact Mary-Lou French at mfrench@accessintel.com

Advertising Information Contact:

Olivia Murray, Account Executive
omurray@accessintel.com or
301.354.2010

Publication Date:

October 15, 2018

Submit Nominations at www.cablefaxdiversity.com

32733

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 ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@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

to confront early to earn the trust of creators and marketers. “If it truly is a platform for creators and a platform for brands, monetization has to be something that comes very early in the process,” Fabbri said. “Because if we can’t use it as a marketing tool effectively and we can’t monetize against it, creators and media companies usually have a hard time justifying the effort going into it. That being said, Instagram has an incredible track record with really getting audiences passionate about our content and I can’t see that being something they don’t continue to do.”

Back at It: The rivalry between *Sen Bernie Sanders* and **Disney** CEO *Bob Iger* was reignited Friday, with the lawmaker tweeting, “Does Disney CEO Bob Iger have a good explanation for why he is being compensated more than \$400mln while workers at Disneyland are homeless and relying on food stamps to feed their families?” The two have quite the history. Sanders came after Iger during a speech in Anaheim, CA, in May 2016, saying Disney wages were so low that many workers were forced to live in motels, unable to afford other housing. Iger responded on **Facebook**, saying “To Bernie Sanders: We created 11K new jobs at Disneyland in the past decade, and our company has created 18K in the US in the last five years. How many jobs have you created? What have you contributed to the US economy?” Sanders actually gave Iger kudos at the start of June for his decision to cancel “Roseanne” after *Roseanne Barr’s* controversial tweets, but quickly changed his tune. “I say to Mr. Iger: you have another opportunity to lead. Stand with working families by paying all your employees a living wage and making health care a right, not a privilege,” Sanders tweeted. Disney shareholders turned down an executive compensation package for Iger back in March, one that could have given up to \$48.5mln a year over four years and a \$100mln equity grant.

Saving Face: **YouTube TV** is trying to change the conversation and regain its good reputation with customers following its World Cup outage Wednesday, offering a week of free service to subscribers. “We’re really sorry for the recent YouTube TV outage during the **FIFA World Cup Semifinal**,” the company said in a statement. “We love our TV as much as you do, and our goal is to make sure that you can access your favorite TV - whenever and however you want.” Any recordings of the full game or other programs being recorded during the outage are now available uninterrupted under the Library tab.

Get Smart: *Sens Ed Markey* (D-MA) and *Richard Blumenthal* (D-CT) are turning their attention to smart TVs, asking that the **FTC** launch an investigation into the privacy policies and practices of smart TV manufacturers. The devices are able to track what viewers are watching, but the duo claim that manufacturers fail to divulge enough information regarding their privacy practices. “Regrettably, smart TV users may not be aware of the extent to which

Cablefax: What’s Happening in August & September

EDITORIAL: Amy Maclean • amaclean@accessintel.com
Sara Winegardner • swinegardner@accessintel.com
ADVERTISING: Olivia Murray • omurray@accessintel.com
AWARDS: Mary-Lou French • mfrench@accessintel.com

www.cablefax.com • Cablefax Daily Digital Edition: www.cablefax.com/daily • Online Product Listing: www.cablefax.com/advertise

		Awards
AUGUST	Fall Programming Guide The days of broadcast owning the fall premiere season are long gone. Here’s a look at the trends among fall cable programming as well as a breakout of shows debuting on streaming services.	
	The Gatekeepers A series of Q&As with MVPD programming and technology gatekeepers.	
SEPTEMBER	The Outlook for Wireless & 5G As the industry gears up for Mobile World Congress Americas in Los Angeles, we’ll take a look at the wireless opportunity and how the industry will capitalize on the rollout of super-fast 5G networks. What will 5G mean for the future of TV content and broadband competition? Who are the likely winners and losers as terrestrial wireless networks rival the performance of wired broadband? And what wireless technology innovations will drive the future?	Overachievers Under 30 Deadline: September 7 Final Deadline: September 14
	Multichannel Programming & Advertising Cablefax will examine the demographic sea change that has transformed TV viewership in recent years, including how content creators and distributors are responding to a more multicultural customer base.	

their televisions are collecting sensitive information about their viewing habits,” Markey and Blumenthal wrote in the letter. “Televisions have entered a new era, but that does not mean that users’ sensitive information no longer deserves protection.”

Programming: FX renewed dance musical series “Pose,” giving it a second season debuting in 2019. The final episode of its first season airs Sunday, July 15 at 9pm. -- *Stephen Frears* (“*Philomena*”) signed on to direct the ten-part short comedy “*State of the Union*.” Shooting on the series for **Sundance TV** and **Sundance Now** will begin in London later this summer. -- The Africa Channel is celebrating the 100th anniversary of *Nelson Mandela* being born, airing an uninterrupted broadcast of “*The Nelson Mandela Annual Lecture*” on Tuesday at 8am. Former president *Barack Obama* will deliver the lecture during the two-and-a-half hour special, which will also include South Africa’s *President Cyril Ramaphosa*, former presidents *Jacob Zuma* and *Thabo Mbeki* as well as musical guests. -- **Laff** is adding “3rd Rock from the Sun” to its schedule Monday. The network will air two hours of the series weeknights starting at 5pm.

People: ESPN and radio personality *Paul Finebaum* agreed to a multiyear contract extension. Finebaum will continue his work on “*The Paul Finebaum Show*” and “*SEC Nation*” while appearing on “*SportsCenter*” and other ESPN programming.

Cablefax Dashboard

Tweet Tweet

Jessica Rosenworcel @JRosenworcel

Following

The @FCC receives 30,000 informal complaints from consumers a month. Today the agency decided to ask them to pay \$225 just to get us to listen when complaints are unresolved. So many people think rules in Washington are rigged against them. Today’s @FCC action proves them right.

11:54 AM - 12 Jul 2018

Peter Naylor @pnaylor

Following

“[Today’s Emmy Nominations are] another notch in the streaming belt...look at Netflix, Hulu, and Amazon and add together their noms at 161, and you add four platforms called networks together and you have 159, I think you see where things are headed.” - Warren Littlefield

8:09 PM - 12 Jul 2018

Up Ahead

- July 17:** #SubCommTech hearing on “Realizing the Benefits of Rural Broadband: Challenges and Solutions”
- July 18:** WICT [Tech It Out](#), Philly
- July 20:** Cablefax [Most Influential Minorities](#) Nomination Deadline
- July 26-27:** The FCC’s [Broadband Deployment Advisory Committee](#) set to meet
- July 27:** Cablefax [Most Powerful Women](#) Nomination Deadline

Research

- > The average consumer has 4.5 different sources to choose from when watching TV, including linear TV, DVR, VOD and streaming services (up from 3.7 in 2014).
 - > Only 39% of viewers now say live, linear TV from a traditional pay TV service is what they turn on first. 48% said they would choose an on-demand source.
 - > 56% of viewers 55 and over still default to watching live (down from 66% last year).
- (Source: [Hub Entertainment Research](#))**

Quotable

“Judge Leon’s opinion, again, a very good opinion, but probably it was so fact specific to our case that it probably doesn’t carry a lot of precedent as you think about going forward... If the appellate court upholds Judge Leon... a lot of legal minds think this could be a precedent setting, and so this could go a direction that could actually help establish law around vertical mergers. We thought that law had been established. 50 years of precedent.”

- AT&T CEO [Randall Stephenson](#) on [CNBC](#) Talking the DOJ’s appeal of its merger with [Time Warner](#).

Reach your target audience TODAY at NCTC’s Independent Show

July 30 – Aug 1 | Anaheim, CA

Need help driving traffic to your booth or securing meetings?
Looking to promote the launch of a new product?

Cablefax Daily: Special print distribution before and at the show in pub bins as well as electronic distribution to c-suite level paid subscribers.

SECURE YOUR AD SPACE TODAY!

