

Cablefax Daily™

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What the Industry Reads First

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Emotional Experiences: Will Augmented Reality Kill Video Advertising?

We hear a lot of chatter about augmented reality, but it seems that no one is quite sure exactly how to use the tech. In June, **Weather Channel** debuted its immersive reality technology to create a hyper-realistic tornado. **A+E Networks** dove into AR last year with the release of the “Knightfall AR” game. But one space where AR can really thrive is marketing and advertising. Approximately 85% of enterprises surveyed are expected to adopt AR and VR initiatives by the end of this year, according to **Deloitte Digital** CMO *Alicia Hatch*. “It’s happening all over the place, heavily in manufacturing,” Hatch explained at **Digital Place-based Advertising Association’s** Video Everywhere Summit in NYC Tuesday. “We’re seeing that these technologies are mostly being used to save money or reinvent a business model. Digital out-of-home is growing. It’s demonstrating an incredible amount of innovation right now, and it’s only going to increase.” Hatch believes that AR is going to eventually become more dominant in advertising than video, largely due to experience marketing. *Michael Potts*, vp of design at Weather Channel, sees brand integration using AR in the future. “An evolution is really smart and intelligent ways that brands and sponsorships can get involved and innovated with,” Potts told **Cablefax**. “The entire experience for the consumer isn’t jarring, it just feels natural and an extension of what we’re already doing. And that’s going to resonate with advertisers and sponsors.” To Hatch, the most important consumer data is emotional data, and she sees a future where it is possible to measure the “pheromones released from someone’s forehead.” “Video is not going away, but AR as the star? Being able to truly create experiences in surround sound, natively through your world, being able to engage emotions, being able to extend their quality of life, is really what experience marketing will be about,” Hatch said. Digital out-of-home advertising is really where AR is expected to thrive. By 2019, approximately \$4.5bln is expected to be spent on DOOH in the US, according to **Zenith**. **Gartner** reports that by 2020, 30% of web browsing sessions will be done without a screen, and 100mln customers will shop in augmented reality. “The barriers to entry for extending DOOH experiences are about to collapse,” Hatch said. “We’re in literally a mobile explosion. It’s been the year of mobile for so long, no one’s noticing this. But the device proliferation is going to enable a huge potential for DOOH. AI threaded through those devices and connected through the DOOH ecosystem will be powerful.” Hatch predicts that by 2021 there will be much wider spread use of AR in marketing. “We’ve



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been talking about the customer experience forever, but an experience when you're staring at a screen, is that really an experience? You can hardly engage consumers in a meaningful and emotional way unless you're in the real world. Being able to enhance the physical world, that's powerful. This notion of engagement is at the core of it, we're really trying to drive and influence human emotions," she explained. Change may be coming, but traditional advertising still has plenty of runway. "I think it's safe to say that augmented reality is certainly coming along, but that TV advertising and in the home, is extremely strong, continues to be strong, and not only is it not going away any time soon it will continue to garner the majority of advertisers' budgets," said **Canoe's** head of sales and marketing **Chris Pizzurro**.

Smart City Conversation: Cable's getting pretty serious about having a seat at the smart city table. A week after **NCTA** released a white paper on cable's role in connected communities, **Charter** hosted a DC event on building the smart cities of tomorrow. Participants in Tuesday's forum included **FCC** commish **Michael O'Rielly**, Columbia, SC mayor **Steve Benjamin**, MMTC's **Maurita Coley**. Charter works closely with Columbia as the city's incumbent cable operator. "We are strong advocates of public-private partnerships... We recognize that we have to continue to, just as Charter has, work hard to make broadband more accessible and make opportunities to access the internet ubiquitous across our country," Mayor Benjamin said. "We recognize that 5G is coming, and we must all be ready through strong public-private partnerships to enable that to happen." O'Rielly used his remarks to warn that there shouldn't be any misconceptions that the term "smarty city" would only mean change for urban areas, or that any community that isn't "smart" is any less than its brethren. "Many smaller and mid-size areas may implement new 'smart' technologies, although perhaps to a lesser degree depending on their respective population density and needs," he said. "Also, I realize 'smart' is intended to denote connected, but I would be disappointed if this term was used to delineate between 'smart' versus 'dumb' communities." He noted that it should designate those that are bringing advanced technologies into city planning while not diminishing those that have a different approach.

Steady As We Go: Without bringing the Winter Olympics and World Cup into the mix, national TV maintained revenues of \$45.5bln over the 2017-2018 broadcast season. That's according to **SMI** and **Nielsen**, who have combined on an updated version of the AccuTV product that incorporates data from Nielsen Ad Intel. The season was one to celebrate for cable, with revenues growing 3% while broadcast fell 4%. The number of 30-second equivalized spots increased even though multiple networks announced plans to reduce ad time. Ad loads grew 4%, with a 3% increase from cable and an 8% increase from broadcast. The year was one for primetime original comedies, which enjoyed 3% growth while dramas fell by 1%. The World Cup and Winter Olympics gave live sporting events a major



Awards Luncheon

Thursday, Nov. 15 | 11am - 2pm | 583 PARK Avenue

The industry has so many incredible women with the drive, the passion, and the smarts to find success for their companies and partners amid the fast-changing TV ecosystem.

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boost, with the two bringing in \$234mln and \$748mln, respectively. Without those two events, live sports games earned \$7.9bln, down 3% YoY. **Comcast** took the lead in market share with 21% followed by **The Walt Disney Company** at 15%. Auto continued to be the big spender this season, although the figure declined by 2% YoY.

Continued Reign: **Fox News** owned the month of October, marking 28 consecutive months of it being the most-watched basic cable network in total day with 1.7mln total viewers. This was also its fifth consecutive month as the most-watched basic cable network in primetime with 2.8mln total viewers. Through the month, the network claimed 13 of the top 15 cable news programs in total viewers and nine of the top ten cable news programs with A25-54. "Hannity" was the most-watched cable news program for the seventh consecutive month, totaling 3.5mln total viewers and 680K in the 25-54 demo. **CNN** ended the month with the network seeing its third-best October ratings in total day since 2008 in total viewers (691K) and the 25-54 demo (202K), following 2016 and 2017. **CNN** topped **MSNBC** in primetime with A25-54 (295K vs. 296K) for the first time since August and by the largest margin since September 2017.

Expanding the Business: **Cable One Business** launched its Business SIP trunks through its entire service area. The addition will complement its full voice portfolio, allowing Cable One to offer solutions to small- and medium-sized organizations. The SIP Trunk service connects a customer's onsite PBX to Cable One's fiber-optic network, allowing for scalability that allows customers to purchase only the number of channels they need.

Grab the Popcorn: The adoption of connected TV and streaming media players boosted the renting and purchasing of digital movies over the past year, according to the **NPD Group**. As of August, 61mln US households had at least one internet-connected TV, gaming console, Blu-ray player or streaming media player. That's a growth of 3mln homes as those with an internet-connected TV increased 20% and those with streaming media players grew 17%. In the first half of 2018, digital movie rental transactions increased 19%. Amongst the top five providers, **Apple** iTunes users continue to buy the most (24%) followed by **Vudu** customers (20%).

Game On: Thanks to an update to the **ESPN** app on Playstation 4 and Xbox One, gamers and sports fans can subscribe to **ESPN+** and watch through their consoles. The app was already available on platforms including **Apple**, **Android**, **Amazon** Fire and **Roku** devices. -- **WWE** and **Riot Games** are partnering on a six-part web series focused on the latter's hit game "League of Legends." **WWE** superstar *Xavier Woods* will host "WWE vs NXT: League of Legends," a series running through November 17 on the UpUpDownDown **YouTube** channel that pins **WWE** and **NXT** superstars against each other in the game. **Twitch** streamers *imaqtpie* and *Tyler1* will coach the teams.

Election Day: **Freeform** and media company **ATTN:** are working together in a co-branded campaign to encourage young adults to take advantage of their power to vote. Starting Thursday, a series of PSAs from "March to the Polls" will debut across **Freeform** and **ATTN:** social media platforms targeting millennial and Gen Z voters. **Freeform** will also dedicate on-air promo time on Election Day, November 6, to give information on polling locations and deadlines to vote. A reminder will appear on-screen at the 11-minute mark of all programming throughout the day to tell viewers to head out and vote.

End of an Era: After 50 years in research at **CBS**, *David Poltrack* will retire from the company effective June 30. First joining **CBS** in 1969, he rose several times before becoming chief research officer in 2005. In his remaining time at **CBS**, the chief research officer and president, **CBS Vision**, will focus on research initiatives on media consumption and brand equity of broadcast networks in new media. He'll also investigate long-term outlook for broadcast networks. Moving ahead, *Radha Subramanyam*, **CBS's** evp, chief research and analytics officer, **CBS Television Network**, will oversee all research operations for the company.

Ratings: **Hallmark's** world premiere of original movie "Christmas at Pemberley Manor" averaged a 3.2 household rating and was the highest-rated and most-watched cable program of the day, excluding sports. The premiere averaged 3.6mln total viewers and 692K W25-54 and marks **Hallmark's** highest-rated and most-watched original movie premiere in 2018 to date with all key demos. -- **Univision's** world premiere of "Amar a Muerte," reached 2.6mln total viewers on Monday night. -- **ESPN's** audience came out for college football's week 9 Saturday, with the network generating a 50% YOY audience increase for the quadruple header. It saw its largest cable audience during **Penn State's** showdown with **Iowa** at 3:30pm, which garnered a total live audience of 3.27mln viewers. That was up 188% from a similar game window last season.

People: **Google** veteran *Heather Moosnick* is headed to **Hulu** to become the company's svp, content partnerships. She'll join **Hulu's** senior management team on November 12, reporting directly to CEO *Randy Freer*. She currently serves as head of global business development, strategy and content partner management for **YouTube TV** and **Google Fiber**.

Awards Gala

Congratulations to the TV Hall of Fame Honorees



Sarah Barnett
President & GM
BBC America



Brad Schwartz
President
Pop

And the Trailer Category Winners!

2018 Upfront 'Feel It Still' - INSP
• **Top Network Sizzle Reel**

Lucha Underground - El Rey Network
• **Top Trailer**

Lodge 49 - AMC
• **Best Directing**

Bravo Brand Campaign - Couch, Robbery, Treadmill, Store - Bravo
• **Branded Network**

30 for 30 Podcasts: Bikram - ESPN Films
• **Documentary**

County Line - INSP Films
• **Drama**

Top Chef/Downsizing Integration - Bravo
• **Integrated / Cross-Platform Show/Series**

Mary Poppins - The Walt Disney Company
• **Most Creative / Surprising**

Suspiria - Amazon Studios
• **Most Intriguing / Mysterious**

Million Dollar Listing New York - Kid Edition - Bravo
• **Most Viral / Shareable**

Genius: Picasso - "Muses" and "Mark of Genius" - National Geographic
• **Movie / Mini-Series**

Castle Rock - Hulu
• **New Show / Series**

Below Deck Mediterranean 3: Launch - Captain Sandy - Bravo
• **Reality / Docu-Series**

Sharkfest - "Lochte" - Nat Geo WILD
• **Returning Show / Series**

Lucha Underground - El Rey Network
• **Sports**

Why BEAM? - CTV Beam
• **Technology**

ANNOUNCING THE CABLEFAX PROGRAM FINALISTS

PLATINUM CATEGORIES:

Best Program

- Better Call Saul - AMC
- Dear White People - Netflix
- Get Shorty - Epix
- Outlander - Starz
- Ozark - Netflix
- The Handmaid's Tale - Hulu

Best New Program

- Counterpart - Starz
- Killing Eve - BBC America
- One Strange Rock - National Geographic
- The Marvelous Mrs. Maisel - Amazon
- Vida - Starz

Best Mini-Series

- Manhunt: UNABOMBER - Discovery Channel
- The Girlfriend Experience - Starz

- The Long Road Home - National Geographic
- Will & Grace: Inside Stage 22 with Max & David - Squadron

Best Actor

- Antonio Banderas - Genius: Picasso - National Geographic
- Jason Bateman - Ozark - Netflix
- Benedict Cumberbatch - Patrick Melrose - Showtime
- Neil Patrick Harris - A Series of Unfortunate Events - Netflix
- Bob Odenkirk - Better Call Saul - AMC
- J.K. Simmons - Counterpart - Starz

Best Actress

- Shiri Appleby - Unreal - Lifetime/Hulu
- Rachel Brosnahan - The Marvelous Mrs. Maisel - Amazon

- Elisabeth Moss - The Handmaid's Tale - Hulu
- Thandi Newton - Westworld - HBO
- Sandra Oh - Killing Eve - BBC America

Best Showrunner

- Mikko Alanne - The Long Road Home - National Geographic
- Ken Biller - Genius: Picasso - National Geographic
- Rachel Bloom & Aline Brosh McKenna - Crazy Ex Girlfriend - The CW
- Stephen Hillenburg, Vincent Waller, Marc Ceccarelli, Jennie Monica - SpongeBob SquarePants - Nickelodeon
- Amy Sherman-Palladino - The Marvelous Mrs. Maisel - Amazon
- Phoebe Waller-Bridge - Killing Eve - BBC America

Register Today at www.CablefaxProgramAwards.com

Sponsorship & Advertising: Olivia Murray at omurray@accessintel.com | Questions: Mary-Lou French at mfrench@accessintel.com

BEST SHOW OR SERIES BY GENRE:**Best Actor – Animated**

- H. John Benjamin - Archer - FX
- Judy Greer - Archer - FX
- Tom Kenny - SpongeBob SquarePants - Nickelodeon
- Scott Menville - Teen Titans Go - Cartoon Network

Best Actor – Comedy

- Kristin Bell - The Good Place - NBC
- Rachel Bloom - Crazy Ex-Girlfriend - The CW
- Alison Brie - GLOW - Netflix
- Bill Hader - Barry - HBO
- Rob McElhenney - It's Always Sunny in Philadelphia - FXX
- Catherine O'Hara - Schitt's Creek - Pop TV

Best Actor – Drama

- Caitiriona Balfe - Outlander - Starz
- Jodie Comer - Killing Eve - BBC America
- Michael McKean - Better Call Saul - AMC
- Brendan Gleeson - Mr. Mercedes - Audience Network
- Jeffrey Wright - Westworld - HBO

Best Actor/Performer – Music

- Sara Barielles - Jesus Christ Superstar Live in Concert - NBCUniversal
- Chris Diamantopoulos - A Christmas Story Live - Fox
- Brandon Victor Dixon - Jesus Christ Superstar Live in Concert - NBCUniversal
- John Legend - Jesus Christ Superstar Live in Concert - NBCUniversal
- Bruno Mars: 24K Magic Live at Apollo - CBS

Best Host - Animals/Nature

- Sir David Attenborough - Blue Planet II - BBC America
- Will Smith - One Strange Rock - National Geographic
- Jeremy Wade - River Monsters - Animal Planet

Best Host - Children's

- Liza Koshy - Double Dare - Nickelodeon
- Mo Rocca - The Henry Ford's Innovation Nation - Litton Entertainment

Best Host – Documentary

- Katie Couric - America Inside Out with Katie Couric - National Geographic
- Victoria Cruz - The Death and Life of Marsha P. Johnson - Netflix
- Nick Denton - Nobody Speak: Trials of the Free Press - Netflix
- Dr. Derek Muller - Vitamania - Curiosity Stream

Best Host - Family Friendly

- Guy Fieri - Diners, Drive-Ins and Dives - Food Network
- Chip & Joanna Gaines - Fixer Upper - HGTV
- Dr. Susan Kelleher - Dr. K's Exotic Animal ER - Nat Geo WILD
- Dr. Jan Pol - The Incredible Dr. Pol - Nat Geo WILD

Best Host – Reality

- Marcus Lemonis The Profit - CNBC
- Jay Leno - Jay Leno's Garage - CNBC
- Martha Stewart and Snoop Dog - Martha & Snoop's Potluck Dinner Party - MTV, VH1, LOGO

Best Host - Reality Competition / Game Show

- Alec Baldwin - The Match Game - ABC
- Anne Burrell - Worst Cooks in America - Food Network
- Cat Deeley - So You Think You Can Dance? - Fox
- RuPaul Charles - RuPaul's Drag Race - MTV, VH1, LOGO
- Ted Allen - Chopped - Food Network

Best Host – Sports

- Lee Corso, Rece Davis, Kirk Herbstreit, Desmond Howard, David Pollack and Maria Taylor - College Game Day - ESPN
- Mark DeRosa - MLB Network
- Mike Greenberg and Mike Golic - Mike & Mike - ESPN
- Ernie Johnson, Charles Barkley, Shaquille O'Neal and Kenny Smith - Inside the NBA - TNT

Best Host - Talk Shows

- Samantha Bee - Full Frontal with Samantha Bee - TBS
- Stephen Colbert - The Late Show with Stephen Colbert - CBS
- Jimmy Kimmel - Watch Jimmy Kimmel Live! - ABC
- John Oliver - Last Week Tonight with John Oliver - HBO
- Neil deGrasse Tyson - StarTalk with Neil deGrasse Tyson - National Geographic

BEST SHOW OR SERIES BY GENRE:**Best Show or Series - Animals/Nature**

- 72 Dangerous Animals - Latin America - Netflix
- Mosquito - Discovery Channel
- One Strange Rock - National Geographic
- Savage Kingdom - Nat Geo WILD
- The Zoo - Animal Planet

Best Show or Series – Animated

- DuckTales - Disney Channel
- Teen Titans Go! - Cartoon Network
- The Wild Adventures of Blinky Bill - Kids Central
- Vic the Viking - Kids Central
- We Bare Bears - Cartoon Network

Best Show or Series - Children's (Over 12)

- Double Dare - Nickelodeon
- MasterChef Junior - Fox
- Play Ball - MLB Network
- Rock the Park - Litton Entertainment

Best Show or Series - Children's (Under 12)

- Nature Cat - PBS Kids
- SpongeBob SquarePants "The Legend of Boo-kini Bottom" - Nickelodeon
- The Wild Adventures of Blinky Bill - Kids Central

- Vampirina - Disney Junior
- YoYo - Kids Central

Best Show or Series – Comedy

- American Vandal - Netflix
- Schitt's Creek - Pop TV
- Search Party - TBS
- Thrillist's "Please Understand Me" on Facebook Watch - Group Nine Media

Best Show or Series - Comedy (Premium)

- Barry - HBO
- Get Shorty - EPIX
- Shameless - Showtime
- Smilf - Showtime
- Survivor's Remorse - Starz
- Vida - Starz

Best Show or Series – Documentary

- America Inside Out with Katie Couric - National Geographic
- Jane - National Geographic
- Rancher, Farmer, Fisherman - Discovery Channel
- Spielberg - HBO

Best Show or Series - Documentary (Sports)

- 30 for 30 Podcasts: Bikram - ESPN Films
- MLB Network Presents: Billy - MLB Network

- Mr Basketball 2017: Mark Smith - Comcast - CN100

Best Show or Series - Drama

- Animal Kingdom - TNT
- Better Call Saul - AMC
- Chicago Med - Wolf Entertainment & Universal Television
- Claws - TNT
- Killing Eve - BBC America

Best Show or Series - Drama (Premium)

- Billions - Showtime
- Counterpart - Starz
- Outlander - Starz
- Westworld - HBO

Best Show or Series - Education / Instructional

- MythBusters - Science Channel
- The Henry Ford's Innovation Nation - Litton Entertainment
- Under the Sea with Key on Kids Central - Kids Central

Best Show or Series - Faith Based / Religious

- The Encounter - Pureflix
- Thou Shall Not - TV One
- When Calls the Heart - Crown Media Family Networks

Best Show or Series - Family Friendly

- A Series of Unfortunate Events - Netflix
- Finding Fido - Z Living
- Street Science - Science Channel
- The Cowboy Way - INSP
- The Incredible Dr. Pol - Nat Geo WILD
- Under the Sea with Key on Kids Central - Kids Central

Best Show or Series – Food

- Beat Bobby Flay - Food Network
- Diners, Drive-Ins and Dives - Food Network
- Martha & Snoop's Potluck Dinner Party - MTV, VH1, LOGO
- Ugly Delicious - Netflix
- Untapped VA - Cox Communications

Best Show or Series – Music

- A Christmas Story Live - Fox
- Jesus Christ Superstar Live in Concert - NBCUniversal
- Lip Sync Battle - Paramount Network
- Nashville - CMT
- Symphony for Our World - Nat Geo WILD

Best Show or Series - Public Affairs

- In Focus with Cheryl Wills - Spectrum News NY1
- Landmark Cases: Season 2 - C-SPAN
- PA Books - Pennsylvania Cable Network

Best Show or Series – Reality

- Born This Way - A&E
- Gold Rush - Discovery Channel
- Jeremy Wade's Mighty Rivers - Animal Planet
- Life Below Zero - National Geographic
- Martha & Snoop's Potluck Dinner Party - MTV, VH1, LOGO
- UP TV Expecting - UP Tv & Aspire

Best Show or Series - Reality Competition / Game Show

- American Ninja Warrior - NBC
- Chopped - Food Network
- Face Off - SyFy
- Nailed It! - Netflix
- RuPaul's Drag Race - MTV, VH1, LOGO
- The Challenge: Vendettas - MTV, VH1, LOGO

Best Show or Series - Regional Program

- Backstage Chicago: Blue Man Group - Comcast - CN100
- Backstage Chicago: Spamilton - Comcast - CN100
- Destination Virginia - Cox Communications
- Untapped VA - Cox Communications

Best Show or Series – Sports

- Breaking2 - National Geographic
- Inside Game of the Week - 4A Super-Sectionals - Comcast - CN100
- Lucha Underground - El Rey Network
- MLB Central - MLB Network

Best Show or Series - Talk Shows

- Couch Surfing - PeopleTV
- Full Frontal with Samantha Bee - TBS
- Home & Family - Crown Media Family Networks
- StarTalk with Neil deGrasse Tyson - National Geographic

Best Show or Series – Other

- Destination Virginia - Cox Communications
- Dian Fossey: Secrets in the Mist - National Geographic
- Diana: In Her Own Words - National Geographic
- First In Human - Discovery Channel

Best Branded Content

- Breaking2 - National Geographic
- Nerdist's The Impact of Black Panther - Beck Media
- Nerdist's Because Science: Could You Swing A Real Monster Hunter Sword? - Beck Media
- Spellslingers: Day[9] vs. Ari Stidham - Beck Media

Best Opening Sequence

- Copa Combate - Combate Americas
- Genius: Picasso - National Geographic
- Welcome to the Wayne - Opening Sequence - Nickelodeon

Mobile/Online & Short Form

WINNER Mobile/Online & Short Form – Comedy

- Odd Mom Out - Happy F'ing Mother's Day - Bravo

WINNER Mobile/Online & Short Form - News / Information

- The Rundown - E! Entertainment

WINNER Mobile/Online & Short Form - Podcast / Videocast

- 30 for 30 Podcasts: Bikram - ESPN Films

WINNER Best Video on Demand Program or Special

- Spotlight on the Finals - 3A & 4A Championships - Comcast - CN100

Best Online-Only/Mobile-Only Show

- Goo Ru Style - WE tv
- The Knit Show series - The Knit Show
- Thrillist's United States of Awesome, Season 1 - Thrillist

Mobile/Online & Short Form - Branded/Marketing Campaign/Advertising

- #SmartGirlsAsk With The Cast of Disney's A Wrinkle In Time - Smart Girls
- Bravo Upfront Fandom Reel 2018 - Bravo
- Comic-Con 2017: An FX Networks Experience - FX Networks
- What Makes YOU Like Moana? And #SmartGirlsAsk With Auli'i Cravalho - Smart Girls
- Xfinity Chicago Cubs Announcement - Comcast - CN100

Mobile/Online & Short Form - Children's / Family Friendly

- Disney Channel - Tsum Tsum
- Do You Even Food? - Food Network
- Naturally, Danny Seo - Litton Entertainment

Mobile/Online & Short Form - Educational / Instructional

- Face Forward - E! Entertainment
- Tastemade Recipes - Tastemade
- You're Doing It Wrong - Thrillist

Mobile/Online & Short Form - Online / Mobile Extras for a Linear Show

- Snowfall: How Crack Began - FX
- The Assassination of Gianni Versace: American Crime Story: America's Obsessions - FX
- The Cowboy Way Season 3: Fireside Chats - INSP

Mobile/Online & Short Form - Preview / Sneak Peek

- Bravo Spring Break Preview - RHNYC - Bravo
- FX Networks Presents - FX Networks

Mobile/Online & Short Form - Social / Viral

- Below Deck 5: Launch - U Can't Touch This - Bravo
- Million Dollar Listing New York - Kid Edition - Bravo
- One Strange Rock - Will Smith / ISS
- Instagram Chat - National Geographic
- The Cowboy Way Season 2: Booger & Jaclyn's Wedding - INSP

Mobile/Online & Short Form - VR / AR

- One Strange Rock ISS - National Geographic
- The Long Road Home VR: Memories of War - National Geographic