

Cablefax Daily™

Monday — December 10, 2018

What the Industry Reads First

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Ad Mania: Future of Programmatic, Native Advertising in OTT

No one quite knows what's coming next as the cable and ad industries evolve, but most experts agree that the 30-second spot is showing its age. "The very nature of the format of a 30-second spot is part of the problem. You could design a beautiful, relevant, emotionally impactful 30-second TV ad, but the fact that that interrupted something that the consumer really wanted to watch, that poses a challenge," said co-founder *Ari Lewine* of **TripleLift**, a programmatic tech company for native, branded content and OTT. "The way viewers of video content feel about an interruption to the content has changed remarkably because of streaming services like **Netflix**. Now the technology exists to start thinking about what an alternative or the evolution of interruptive ad breaks look like." It's been a noted industry trend that both linear providers and streamers are working to reduce ad load. In March, **Fox** joined **NBCU**, **Turner** and **Viacom** in aiming to reduce ad time. Fox is working to get down to just two minutes of ads during primetime by 2020. "Being said to show that it can work, that the tech is no longer a hurdle, is just the first part," explained *Ed Davis*, evp and chief product officer, advertising products for Fox during Ad Week in NYC. "You can get tests done, you can experiment, but it's really a responsibility for people selling these opportunities to coordinate a little bit. You have to establish a common language that everyone can start to coalesce around." TripleLift has developed four different ad methods that focus on per-impression addressability. Fox pioneered an "in-content six" ad during the World Series and used it again during NFL opening weekend. TripleLift is now able to make it addressable, meaning in OTT each person will see something different and relevant to them. The tech company also thrives in overlay ads. "Using deep learning we're actually identifying flat spaces in ways we can superimpose brand messages," Lewine explained. "Things like this do exist today, just not in any sort of technology-driven, programmatic, per-user platform." The company also focuses on brand integration and product insertion. Currently, branded content can be inserted into OTT content, meaning one person may see a bottle of Diet Coke in a show, but another could see a bottle of whisky. "For this impression at this moment, you're going to see this ad," Lewine said. "Even you may see a different ad the next time you watch it. Which by the way, exists today online. Within premium video television space, that doesn't exist." The **Video Advertising Bureau** also sees

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The annual Cablefax Digital & Tech Awards honor the people, shows and networks who excel in digital content, marketing, advertising, social media and online content. Additionally, the Tech categories recognize the outstanding products, strategy, implementation and people across broadcast, cable and digital technology.

DIGITAL CATEGORIES

Content & Design

- » App for Smartphone
- » App for Tablet
- » Editorial Excellence
- » Graphics/UX Design
- » Live Event Coverage
- » Live Streaming
- » Mobile Experience
- » New Product or Launch
- » Online Press Center
- » Online Short (scripted or unscripted)
- » Original Content
- » Overall Website - Network – Large (More than 50mln subs)
- » Overall Website - Network – Small and Mid-Size (Fewer than 50mln subs)
- » Overall Website - Official Show Website
- » Overall Website - Regional/Local Programmers
- » Overall Website - Distributor
- » Podcast or Videocast
- » Use of Video/Moving Image
- » Virtual Reality/Augmented Reality Content
- » Website or Microsite Design
- » Website Redesign

Advertising / Marketing

- » Ad/Ad Series
- » Branding
- » Content Marketing Campaign
- » Digital Marketing Campaign
- » Email Communications
- » Influencer Campaign
- » Integrated Marketing Campaign

Audience Engagement

- » Contest/Sweepstakes/Promo
- » Fan Base Cultivation
- » Interactive Brand Content
- » Online Community
- » Online Game/Gamification
- » Social Good Campaign
- » Sponsored Content
- » Supplemental Web Content
- » Use of Facebook
- » Use of Instagram
- » Use of Snapchat
- » Use of Twitter
- » Use of YouTube
- » Use of Other Social Platform
- » Social Media Campaign
- » Overall Social Presence

Digital Innovators & Teams

- » Digital Hall of Fame
- » Content Marketing Team of the Year
- » Digital Team of the Year
- » Social Influencer of the Year
- » Social Media Dream Team of the Year
- » UX Designer of the Year

TECH CATEGORIES

Tech Categories

- » AI/Machine Learning
- » Blockchain
- » Cloud Solution
- » Commercial Product, Service or Software
- » Connected TV/Smart TV Solution
- » Home Automation/Networking/Security Product or Service
- » IoT Product or Service
- » OTT/SVOD Support Product or Service
- » Residential Equipment (set-ops, gateways)
- » Residential Software (tablets/smartphone apps)
- » TV Everywhere/Authentication System
- » Virtual Reality/Augmented Reality
- » Wireless/WiFi Solution

Innovation A-List

- » Overall Tech Innovation Award
- » New Product Award
- » Tech Partnership
- » Technology Exhibit, Display or Stunt

Communications

- » Tech Advertising Campaign
- » Tech Sales/Marketing Campaign

Tech Professionals & Teams

- » Innovator of the Year
- » Engineer of the Year
- » Rising Star
- » Tech Team of the Year
- » R&D Team of the Year

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a future in addressable advertising. "As marketers search for new ways to engage with their consumer, in-content addressable advertising will grow" said *Danielle DeLauro*, evp of VAB. "As an extension of a TV campaign, In-content advertising can serve to deepen a marketer's connection point with their consumer"

Message Sent: Sen Ed Markey (D-MA) led a group of nine Democratic senators in calling on the **FCC** to classify text messages as a telecommunications service. The FCC is set to vote on a proposed Declaratory Ruling at its open meeting on Wednesday to instead deem text messaging as an information service, but the group of senators claim that would allow carriers to block text messages and censor certain content. "In the 21st century, text messaging is as essential as telephone service, facilitating trillions of messages between senders and receivers each year—from businesses and customers, from organizations and supporters, from parents and teachers, and from doctors and patients," the senators' letter to FCC chmn *Ajit Pai* read. "Should text messaging be classified as an information service, telephone carriers would be free to block any text message they wish. We urge you to right this wrong and classify text messaging as a telecommunications service, affording this vital means of communications protections that promote innovation and support freedom of speech." Also signing onto the letter were Sens *Ron Wyden* (D-OR), *Kirsten Gillibrand* (D-NY), *Tammy Baldwin* (D-WI), *Richard Blumenthal* (D-CT), *Tina Smith* (D-MN), *Ben Cardin* (D-MD), *Elizabeth Warren* (D-MA), *Bernie Sanders* (I-VT) and *Dianne Feinstein* (D-CA).

Bomb Scare: CNN faced another bomb threat Thursday night in NYC. The Time Warner Center was evacuated as *Don Lemon's* "CNN Tonight" was shooting. According to law enforcement, a caller claimed there were five devices inside the building. The threat was found to be unsubstantiated, and NYPD gave the company the all-clear to return Friday morning. The net switched to taped programming for 30 minutes during the threat before going live from the street.

For the Children: Netflix is doubling down on its commitment to children's programming, entering into a multi-year overall deal with children's television screenwriter/producer *Chris Nee*. Nee will write and produce new animated and live action series for preschool and all audiences exclusively for the streamer. Netflix also has a first-look option on feature film projects from Nee and her production company, **Laughing Wild**. Nee began her career as an associate producer at **Sesame Street International** and is the creator and executive producer of **Disney Channel's** "Doc McStuffins."

New Arrival: Preschool learning and entertainment channel **Hopster** launched on **Sling TV** Friday. The UK-based

CFX WHERE WE'LL BE IN 2019

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Brand awareness
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Content Marketing
Relationship Building

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WHERE WE'LL BE

1/8/19	CES in Vegas (Jan. 8 - 11)
1/22/19	NAPTE in Miami (Jan. 22 - 24)
1/28/19	ReelScreen Summit in New Orleans (Jan. 28 - 31)
1/29/19	TCA in Los Angeles (Jan. 29 - Feb. 13)
2/25/19	NCTC Winter Conference in Atlanta (Feb. 25 - 26)
3/8/19	SXSW Interactive in Austin (March 8-12)
3/19/19	CFX Roundtable at ACA
3/19/19	ACA Summit in DC (March 19-21)

service specializes in educating children through a mix of media including kids TV shows, music and video books. The service, accessible on customers' TVs as well as on mobile devices, can be added to any Sling subscription for \$5/month.

Ratings: Ahead of its season finale Sunday, **AMC Networks** celebrated the continued success of "Doctor Who" as it brought on its first female Doctor. In **Nielsen L+7** ratings, Doctor Who has averaged 1.6m viewers per episode, up 20% from *Peter Capaldi's* final season in the role. The series is up 47% in total viewers, 46% in A18-49 and 32% in A25-54. Growth has been fueled by the W18-34 demo, which has doubled over last season.

Programming: **FXX** bows a 15-hour "Simpsons" marathon Dec 16 from 9am to midnight to celebrate its 30th anniversary. The eps were selected by exec producer *Al Jean*. On Dec 23, **Fox** will feature the animated series' first ep at 8pm. -- **Nickelodeon** will premiere buddy comedy "Cousins for Life" on Jan 5 at 8:30pm. -- **TLC's** resident dermatologist will be back in the New Year. "Dr. Pimple Popper" will return for another season on Jan 3 at 9pm. -- **ID** is kicking off a programming event examining the murders that have taken place around Lake Erie with "The Lake Erie Murders: Who Killed Amy Mihaljevic?" The three-hour special investigating the 1989 murder will premiere on Dec 30 at 9pm.

Cablefax Dashboard

Tweet Tweet



Research

- 222m homes will own an Ultra HD TV by the end of 2018, nearly a 50% increase over the last year. More than 600m will own one by 2023.
- North America will continue to lead in adoption of Ultra HD TVs, with 71% of homes owning one by 2023.
- Sales of 8K Ultra HD TVs will reach more than 400K units in 2019 and more than 11m by 2023, which will represent a 6% share of the total Ultra HD TV market.

(Source: **Strategy Analytics**)

Up Ahead

Dec 14: Late Deadline for **Cablefax Digital & Tech Awards**

Jan 7-11: **CES 2019**; Las Vegas, NV

Jan 22-24: **NATPE Miami**

Jan 28-31: **Realscreen Summit**; New Orleans, LA

February 25-26: **NCTC Winter Educational Conference**; Atlanta, GA

March 8-17: **SXSW 2019**; Austin, TX

Quotable

"Almost 10 years ago, I had an opportunity to work directly with Brian Roberts on a project, and it didn't matter that my level was director at the time. He has always remembered my name. Everybody is like that. Something else that people might not know [about Comcast] is that a lot of awesome women are behind some of our most innovative technologies and products."

-- **Philadelphia Magazine profile of Ebony Lee, Comcast Cable's svp of strategic development**

Cablefax Industry Jobs

TIP 1 : Target Candidates!

Post your openings on Cablefax's job board to reach top talent and filter applicants that lack industry experience. Ask about bundles to fit your needs and budget.

TIP 2 : Be Selective!

Don't waste time reading pointless resumes. You can search Cablefax's resume database for free, while utilizing the demographic filters.

TIP 3 : Stand Out!

Take advantage of upgrades to add exposure by taking advantage of upgrades, including weekly job eletters sent to over 40k industry executives.

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