

Cablefax Daily™

Friday — December 14, 2018

What the Industry Reads First

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Watch Party: Video Integral to Facebook's Strategy in 2019

Facebook's growing commitment to the world of video is paying off, with more than 400mln people signing on to watch **Facebook Watch** programs monthly. 75mln tune in to at least one minute of Facebook Watch content daily. The data comes from Facebook head of video *Fidji Simo*, who laid out the platform's content milestones so far as well as its strategy moving forward in a blog post. Simo added that on average, those 75mln daily visitors spend more than 20 minutes with Facebook Watch content. And they're not watching alone, music to Simo's ears. "Watching video has always been a social experience, but as people increasingly watch video online, it has become more solitary," Simo said. "With Facebook Watch, we set out to demonstrate what it looks like to build deep bonds through watching online video, instead of just having a passive viewing experience." Facebook introduced the Watch Party feature to all Facebook groups on July 25, allowing participants to watch live or recorded videos at the same time and interact. Since the launch, there have been more than 12mln Watch Parties in Groups alone. Those numbers should only grow, as starting Thursday, Watch is available globally on desktop and Facebook Lite. Facebook CEO *Mark Zuckerberg* called video a major priority for the social network's roadmap during the company's 3Q18 earnings call. In line with Facebook's mission to drive social connections between friends, Facebook Watch and **Instagram's** IGTV were built as separate video experiences outside of a person's feed. "What we found is that when people seek out video experiences intentionally, they don't displace social interactions as much, and the quality of the experience is generally higher," Zuckerberg said. While Watch and IGTV are growing, Zuckerberg acknowledged they're still far behind **YouTube**, the services' main competitor. He also pointed to monetization as a primary challenge. Simo said the service is boosting monetization opportunities for its creators, rolling out its Ad Breaks to a total of 40 countries around the world. The coming months should also see the expansion of its Brand Collabs Manager matchmaking tool and In-Stream Reserve for premium online video and TV buyers to deliver their ads alongside the Watch content. Improvements to the model will be coming in 2019 to "enable publishers and creators to generate meaningful revenue from their engaged, loyal audiences on Facebook." In the meantime, the platform is focusing on its content, growing its original lineup and securing more partnerships. Four original series have been renewed for a

CFX Cablefax
DIGITAL & TECH AWARDS

CALL FOR ENTRIES

Deadline: Friday, December 7, 2018

Late Deadline: Friday, December 14, 2018

Entries are now open for the annual Cablefax Digital & Tech Awards, honoring those people, shows, and networks who excel in digital content, marketing, advertising, social media, and online content.

The Tech categories recognize the outstanding products, strategy, implementation and people in broadcast, cable and digital technology.

Enter Now at www.cablefax.com/awards

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second season: “Huda Boss,” “Five Points,” “Sacred Lies” and “Sorry For Your Loss.”

Down on the Farm: The House passed an \$867bln farm bill Wednesday in a 386-47 vote which includes reforms to the RUS broadband loan program. The passing of the bill, which received massive bipartisan support, will allow for faster rural high-speed broadband build-outs. “We applaud Congress in passing the Farm Bill, including provisions that will make meaningful reforms to the administration of the USDA RUS broadband loan programs, better directing federal funds to areas most in need of assistance and guarding against government-subsidized overbuilding,” **NCTA** said in a statement following the bill’s passing. NCTA also praised the transparency and notice provisions included in the bill that will ensure RUS has accurate and complete market data before making funding decisions. The bill now heads to *President Trump’s* desk for signing into law and House Energy and Commerce Committee chmn *Greg Walden* (R-OR) is hoping for its safe passage. “Continuing the Energy and Commerce Committee’s record of promoting broadband infrastructure, the legislation passed today by the House will ease the regulatory barriers to broadband deployment, help America’s farmers embrace next-generation technologies, and ensure federal re-sources target the communities most in need of assistance with infrastructure buildout,” Walden said in a statement. “Together, these key priorities will help expand high-speed internet access to the approximately 23 million Americans who lack it, bringing us closer to shrinking the digital divide.”

Disney Reorg: Ahead of the upcoming **21CF** acquisition, the DTCL segment of The **Walt Disney Company** announced it is reorganizing its international business units, conditional upon closing of the deal. The planned restructuring of its business units will be consolidated under three leaders. The company says the structure will allow for more efficient management of its portfolio of assets and resources, and will be applied to support its strategic priorities. *Rebecca Campbell* will remain pres of EMEA and will add Russia and the Commonwealth of Independents States to her purview. *Diego Lerner* will remain pres of Latin America, and *Uday Shankar*, current pres of 21CF Asia and chmn/CEO of **Star India**, will become chmn, Star and Disney India and pres, The Walt Disney Company Asia Pacific.

Netflix Demands: In 2019 audience demand for **Netflix** originals is set to overtake demand for its licensed titles, according to research from **Parrot Analytics** and **Kagan**, a media research group within **S&P Global Market Intelligence**. By October 2019, the report estimates Netflix will generate 50% of its US audience content demand with its own original content. Over the past 12 months the proportion of the demand share from Netflix original titles has grown an average of 1% each month. From July 2017 to June 2018, the streamer’s reliance on licensed con-

CFX WHERE WE’LL BE IN 2019

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- Brand awareness**
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Sales Contact: Olivia Murray
301.354.2010 | omurray@accessintel.com

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)

tent dropped by 10.9%. The report also found that overall demand for content on all major SVOD platforms (Netflix, Hulu, HBO Now, Showtime and Starz) has increased over the past year. “The future for the industry is likely to be even more crowded and the winners are still unknown,” said *Deana Myers*, research director for S&P Global Market Intelligence, in a statement. “**Walt Disney** is expected to debut its SVOD service in 2019 and its proposed buy of the studio and libraries of **21st Century Fox** will add a vast amount of content to this service. Other anticipated SVOD launches include those by **Apple** and **Warner Media**. We estimate the overall US SVOD industry has many strong years of growth in its future, particularly as competition from Disney and Apple could impact the market.”

Streaming Smithsonian: The **Smithsonian Network** is also entering the streaming space. The net announced the launch of Smithsonian Channel Plus, an ad-free, on-demand service with over 1K hours of content. The streaming service is now available anywhere in the US for \$4.99 a month.

Ratings Boost: **DISH** and **Sling TV** became the first MVPD to join the **Comscore** Campaign Ratings beta. The cross-platform video ad and measurement solution will now be able to account for person-level reach and provide co-viewing insights for addressable, as well as linear national network audiences and OTT.

Originality Grows: **FX Networks Research** released its annual 2018 Scripted Original Series count, which tallies all scripted TV series across broadcast, basic cable, pay cable and online services. In 2018 there are an estimated 495 original series, up 27% from 2014. In 2017, there were 487 original series. In terms of distribution, 32% of series are distributed online, an 8% jump from 2017. Basic cable saw a 7% loss of distribution, down to 29%. Broadcast fell by 1% to 30%, and pay cable remained steady at 9%.

Tis the Season: **Vyve Broadband** kicked off the holidays by announcing the winner of its fourth annual Christmas Card Art Contest. The operator, which serves largely rural communities in OK, TX, AR, KS, LA, TN, GA and WY, received over 1,000 entries from all eight service area states. The team picked *Kenlee Kleam*, 11, from Bridgeport, TX as the winner. Her drawing of a red truck hauling the perfect Christmas tree home from a snow-covered farm will be featured on Vyve's official Christmas card, sent to more than 200K households. Kleam also won an iPad Mini and \$200 in art supplies for her school, as well as a school-wide cookies and cocoa party. Kids ages 3-12 who live in Vyve market were eligible to enter artwork depicting what Christmas Spirit means to them. The winning design will be sent to **Hallmark Business Connections**.

Putt Putt: **Discovery** and the **European Tour** are teaming up to expand **GOLFTV's** portfolio, giving it live rights in select territories to all European Tour events and the next two Ryder Cups. Discovery will also collaborate with the European Tour to grow the latter's digital platforms, including its global website, the European Tour app and new local websites and social media accounts. Under the agreement, Discovery can sublicense TV and digital coverage in the markets for which it holds exclusive rights.

Save Smart: The **Internet Innovation Alliance** found that the average US family can save about \$10.5K a year by using broadband to take advantage of internet-enabled opportunities to comparison shop, expand buying options, use mobile apps to find nearby deals and access online-only pricing. The data comes from the 2017 Consumer Expenditure Survey released by the Department of Labor.

Programming: **Acorn TV** released its upcoming Jan slate, kicking off the year with Series 3 of British police drama “No Offence” on Jan 7. On Christmas Eve, the streamer will premiere Season 12 of “Murdoch Mysteries” and an original movie “Agatha Raisin and the Fairies of Fryfam.” -- “Garage Rehab” returns to **Discovery Channel** on Jan 8 at 8pm. In each episode, *Richard Rawlings* selects a garage and works to overhaul the company. -- **Nickelodeon's** new animated preschool series “Abby Hatcher” premieres Jan 1 at 10am. The 26-episode series tells the story of a little girl with a big heart. -- **Comedy Central** announced the details of the 360 content universe surrounding the Jan 4 premiere of “Ron Funches: Giggle Fit.” The special will be accompanied by a digital album, and linear and digital companion content. The album will be out on all digital retailers and streaming services on Jan 4, and the special will be available on the Comedy Central app, CC.com and on-demand on Jan 5. -- **Animal Planet** will premiere “Hanging with the Hendersons” on Jan 11 at 9pm. *Dr Ross Henderson* first went viral in 2017 when a video of the vet strumming his guitar and singing *Elvis Presley's* “Can't Help Falling In Love” had animal lovers swooning. -- *Kaya Scodelario* will star as a high-level ice skater in “Spinning Out,” a 10-ep drama series coming to **Netflix**.

People: **Starz** signed writer and producer *Heather Zuhlke* (“Power,” “Tell Me A Story”) to a two-year overall deal. She will develop new projects exclusively for the net and join the writing staff of “The Continental” as co-exec producer.

PROGRAMMER'S PAGE

'Blood' Runs Deep

If you're looking for a feel-good show with a loving family at its center, "Blood" may be a bit of a shock. Making its North American premiere on **Acorn TV** on Monday, the six-part series mixes family drama with psychological crime thriller as the unlikely and outcast sibling Cat Hogan suspects her father of being behind her mother's sudden "accidental" death. She's alone in her fight as her brother and sister haven't seen the darker sides of her father's personality, and attribute discrepancies in his story to grief and guilt. "One thing that I'd always been preoccupied with was how adult siblings could look back on their own parents and their own childhoods with such different viewpoints and such different perspectives," series creator/writer *Sophie Petzal* told **CFX**. Petzal set out to explore that family dynamic in such a setting, particularly within the Irish Catholic context. While the question of whether Cat's father committed the crime does serve as the show's center, some of the show's most intriguing mysteries aren't the ones getting the most attention. "The mysteries and secrets that we talk the most about aren't big crimes. They are our family secrets that we discuss and share late at night with a bottle of wine," Petzal said. It's the combination of Cat's unique perspective of her father's personality and the family secrets she keeps to herself that lead her to believe that she is the one sibling who can uncover what she believes he did to her mother, and why. "I love the idea of playing out a crime thriller effectively within the family home that isn't procedural. It's just the hilarity of you, a regular person, trying to solve a mystery within your own family home with no resources at your behest, and everything counting against you and your family telling you that you're mad," Petzal said. -- *Sara Winegardner*

Reviews: "Take Back the Harbor," 8pm, Tuesday, **Discovery**. What a terrific, inspiring story and a great film to match. Emmy winner *Kristi Jacobson* and Oscar and Emmy winner *Roger Ross Williams* direct this short doc about a movement designed to do two things: put one billion oysters into NY Harbor by 2035 and grow a generation of environmentalists. As nature's filtering system, one billion oysters could clean the 73 billion gallons of water surrounding Manhattan and its boroughs every three days. To accomplish the gargantuan task of putting that many oysters into the water, *Murray Fisher* and *Pete Malinowski*, co-leaders of the **Billion Oyster Project**, also founded a high school, The Harbor School. Situated on Governor's Island, students from all five boroughs attend the school and specialize in marine biology, vessel operations, aquaculture and diving. It's an inspiring story and makes for fine family viewing. -- "Korn's Brian "Head" Welch: Loud, Krazy Love," 10pm, Friday, **Showtime**. In the early 90's, members of the successful nu metal band Korn were living the life, particularly *Brian "Head" Welch*. Yet he claims something was missing. Alcohol and drugs filled the void. The birth of his daughter, he says, "changed my life," though the drugs continued for a bit. This interesting doc is the story of how he raised her and eventually quit music. -- *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (12/03/18-12/09/18)		
Mon-Sun	MC US	MC US AA
	AA%	(000)
ESPN	0.855	2,611
FNC	0.692	2,112
MSNBC	0.655	2,001
HALL	0.625	1,909
USA	0.407	1,242
A&E	0.355	1,086
TBSC	0.352	1,077
HGTV	0.341	1,040
HIST	0.330	1,007
FOOD	0.326	995
HMM	0.323	987
CNN	0.321	982
ID	0.312	954
DISC	0.287	875
TNT	0.283	865
NICK	0.266	812
LIFE	0.262	799
AMC	0.261	797
BRAVO	0.243	741
FRFM	0.240	733
ADSM	0.237	725
TLC	0.236	720
NAN	0.214	653
TVLAND	0.196	598
DSNY	0.179	548
DSJR	0.169	518
FX	0.164	501
INSP	0.161	492
CRN	0.156	477
MTV	0.153	467
NATGEO	0.142	435
VH1	0.139	425
BET	0.138	423
NFL	0.137	420
TRAVEL	0.137	419
NKJR	0.133	407
APL	0.133	406
WETV	0.124	378
GSN	0.120	367
PARA	0.113	347
COM	0.113	345

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



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