

Cablefax Daily™

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What the Industry Reads First

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Target 2020: Advanced Advertising Takes the CES Stage

2019 will be about setting the stage for an explosion in advanced ad capabilities in 2020. “It’s not a technical challenge at this point. It’s more of an operational challenge, and a measurement challenge, and a pricing challenge and a go-to-market challenge and a transaction challenge, which I think will all be worked out through 2019,” *David Clark*, evp/gm **FreeWheel**, said at **CES** Thursday. **NCC Media** CEO *Nicolle Pangis* was quick to agree during the panel on how data is transforming the TV landscape. She is optimistic there will be an influx of addressable inventory available based on what the industry does this year. But Pangis, who joined national cable sales group **NCC** last year from **GroupM’s [m]PLATFORM**, had a warning. “What we did wrong in the digital world, which I hope we don’t repeat in this new world of data-driven television, is that we shouldn’t over target in television. Because the beauty of television is the breadth—the ability to reach large amount of audiences with a brand message,” she said, adding that this should create full-funnel attribution, which TV historically hasn’t been able to do. *Kirk McDonald*, CMO of **AT&T’s** new ad company **Xandr**, agreed that digital oversubscribed to this idea of narrowing and narrowing a target while expecting scale. “I really do hope we’ve learned from that and [allow for the] magic of this platform to work. It’s on us to not set that unreasonable expectation,” he said. While addressable is the shiny toy everyone wants to play with, Pangis said it’s important to remember there’s still a \$70bln linear TV business in the US. She believes this pivot toward data can not only develop a new addressable business, but the linear TV market can grow by being informed in a more census-level way that should drive better buying, planning and insights. **Samsung Electronics** evp *Won Jin Lee* comes at the issue as both a technological player and an advertising spender. Additionally, his company has more and more of its products connecting to the internet. “The information that we’re getting from all these devices is really about what people do throughout the day,” he said. In the US, Samsung has about 40mln active smart TVs running. “We look at what we do on smart TVs, and it’s true that we watch a lot of subscription-based TV,” Lee said. “But at the same time, we’re seeing significant growth in free TV through this internet media. I think that’s going to open up a great opportunity for everyone.” What’s more, the data being collected from connected TVs also is influencing advertiser buys off the screen, he said. “TV is really becoming part of the overall digital ecosys-

Cablefax: What's Happening... February

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FEBRUARY

Not the Super Bowl

Yes, it’s the biggest sporting event of the year, but not everyone watches the Super Bowl. Cablefax will dive into how networks are counter-programming against the mega event—and its commercials.

Black History Month

Cablefax will honor early African American pioneers in the cable industry—profiling those who broke barriers to launch networks, joined the C-Suite and led the industry’s innovation. This report will look at trailblazers who helped create today’s industry and also examine how cable is recognizing Black History Month on TV and within their own companies.

NCTC Winter Educational Conference

We head to Atlanta to hear what key suppliers are doing to help operators stand out in a crowded marketplace.

Sports of Tomorrow

The sports arena is changing—from streaming to legal betting to advanced technologies that put fans at the center of the action. As we head into March Madness and with MLB Opening Day not far behind, we will look at how companies are taking sports coverage into bold new frontiers.

Awards

Cablefax People Awards
Entry Deadline:
February 22

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tem,” Lee said. When it comes to measurement moves, interesting to hear that Samsung is making the device ID on TVs publicly available, and it is considering whether it should do that with other IoT products. “This could be a critical piece of data that could impact a lot of people in the ecosystem,” Lee said. His fellow panelists got very excited about the news, joking they should all hug. “This is the highlight of the panel,” Pangis enthused.

Showtime Shakeup: Showtime promoted four execs to lead their entertainment division. *Gary Levine* and *Jana Winograde* were elevated to co-presidents of entertainment and will be responsible for developing and supervising all aspects of programming. *Amy Israel* was promoted to evp, scripted programming and *Vinnie Malhotra* is now evp, non-fiction programming. This should be the end of restructuring with Showtime’s top execs following the recent **CBS Corporation** executive changes, largely the promotion of *David Nevins* to Showtime chmn and CEO and CCO for CBS.

CES Notebook: CES Day 3 continued to examine the direct-to-consumer space, with **Hulu** CMO *Kelly Campbell* taking the stage to discuss all things marketing, branding and content. It’s hard to miss Hulu’s star-studded ad-campaign “Never Get Hulu,” and Campbell said it came from the insight that “better ruins everything.” “When we launched we were a disruptor in the market. At the time it was completely revolutionary, and Hulu has changed so much in the last 10 years,” she explained. “We wanted to share with our consumers that once you watch television with Hulu, you’re not going to want to go back.” She also discussed Hulu’s emphasis on the consumer experience and what they need and want out of DTC. “We aim to connect consumers with the shows they already know they want to watch, but we have a responsibility to help them connect to new shows,” she said. Hulu has also tapped into the next generation through extensive research into culture. “It’s been interesting is looking at how Gen Z’ers act and behave and think about television,” she said. “They tend to think about TV as a gallery of shows, there’s no grid of channels for them. They tend to come onto Hulu interested in finding something to watch, discoverability and connecting them with the right content is really critical. They see television as a social currency. We found in our research that 20% of them have posted on social about a show they don’t even watch, just to be part of the conversation.”

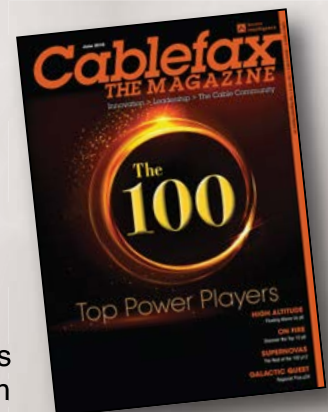
WWE OTT: Trying to launch a video platform in 2019? **WWE** co-pres *Michelle Wilson* has one piece of advice for those entering the OTT world: prepare for data overload. After relying on third-party partners for data for so long, the company didn’t have much of its own proprietary data. “It fundamentally changed how we operated as a company,” Wilson said at **CES** Wednesday. “I don’t know that any of us had any kind of understanding of what a gamechanger it would be for us in terms of how to collect, manage and drive insights from data.” The struggle of handling that data was a huge obstacle when the company made the decision to move away from its pay-per-view model and towards



Who Deserves to Rank Among Cablefax’s Annual Top Power Players?

The Cablefax 100 salutes the most influential executives whose leadership continues to take the industry to new heights. We will rank the top professionals in the media, cable & broadband industry and publish the list in the June edition of Cablefax: The Magazine.

It’s free to enter - but you must submit your entries by January 25!



Enter at www.Cablefax100.com | Questions: Mary-Lou French at mfrench@accessintel.com

the current SVOD **WWE Network**. WWE only had one data specialist in the company at the time. Five years later, it has 60 people in those positions, collecting and analyzing data to assist in building fan connections.

GLOW Up: For all of those that love **Netflix's** "GLOW," there's now a chance to catch women's wrestling in real life. **LA Lakers** owner *Jeanie Buss* and founder of the original GLOW **David McLane** are bringing "WOW – Women of Wrestling" to **AXS TV** on Jan 18 at 9pm. The debut ep includes four matches. "This is our 15th year of doing MMA and pro-wrestling on AXS TV. In pro-wrestling, this is going to be the only hour, the only place to see an all-women's wrestling," said AXS TV CEO *Andrew Simon* during a conference call Thursday. "Our goal is now to make the women's series with GLOW and now WOW the best hour of wrestling you'll ever see on television." The initial season is only eight episodes, but Simon said to plan for more. "We're expecting to shoot new episodes shortly after, we want to see the reaction of everybody and blow it out of the water. My anticipation is we will shoot again in the first quarter, so stay tuned for that next announcement," he said.

Shutdown Support: **AT&T/DirectTV** and **Verizon** have launched websites aimed at explaining payment delay options for customers who are impacted by the federal government shutdown. Cable operators that we spoke with are addressing these issues individually when a customer calls, similar to what they would do anytime a customer is working through an unforeseen circumstance. "We know that some of our customers have been affected by the government shutdown and realize that it may be a difficult time financially. Our care teams are available to help those customers find a payment solution that works for them," **Comcast** said. **Cox** confirmed it will handle situations on a case by case basis.

Rumor Mill: **Discovery Inc** may be interested in acquiring *Golf Digest* from **Condé Nast**, according to a report from the *NY Post*. The company put the mag on the market in August, along with *W* and *Brides*. *Golf Digest* would be Discovery's first foray into print, though the company has got its toes wet in the sport in Europe with some live-streaming of the **PGA Tour**. For those wondering about *Food Network* magazine, it's published by **Hearst**.

Deals: **Vast Broadband**, which has 55K customers in SD and MN, will acquire **NTS Communications**, which provides HSD, video and voice to more than 20K subs in TX and LA, from private equity owner **Tower Three Partners**. When it closes, **Oak Hill Capital Partners** and **Pamlico Capital** will lead a recapitalization of Vast to support the company's accelerated growth plans. Financial terms weren't disclosed. Vast is led by former **NewWave** execs *Jim Gleason*, *Keith Davidson* and *Larry Eby*. **The Bank Street Group** served as NTS's exclusive financial advisor in connection with this transaction. **SunTrust Robinson Humphrey** and **TD Securities** have committed to provide debt financing to support the transaction.

Ratings: **YES Network** became the most-watched RSN in the country for the 14th time in 16 years. Fans gobbled up 6.6bln minutes of **Yankees** games on YES in 2018, growing viewership by 36% and adding audiences from 11 outer markets to NY DMA figures. Yankees games averaged a 3.60 TV HH rating this past season, the best since 2012. -- **History's** drama series "Project Blue Book" drew in 3.1mln total viewers over two telecasts of the premiere episode Wednesday night, the most-watched scripted series premiere for the net in nearly six years. -- "Lindsay Lohan's Beach Club" debuted on **MTV** as a top five new cable series broadcast in 2019 to-date, delivering triple digit growth across MTV's key demos. W35-49 drew in a 0.59 (+269%), W18-24 saw ratings of 0.52 (+148%) and W25-34 pulled 0.61 (+49%).

Programming: **Starz** acquired four new docs, all available on Starz, the Starz app and On Demand. "Daughters of the Sexual Revolution: The Untold Story of the Dallas Cowboys Cheerleaders" premieres Jan 14 at 9pm. "Of Fathers and Sons," "Inside My Heart" and "Antonio Lopez 1970: Sex Fashion & Disco" all debut this spring. -- Celebrity rap battle series "Drop the Mic" and game show reboot "Snoop Dogg Presents The Joker's Wild" will head to **TNT** on Jan 23 at 10pm and 10:30pm before encoring the next night each week on **TBS**.

People: *Jay Levine* was promoted to evp, television business strategy and digital services for **Warner Bros. Entertainment**. His additional responsibilities now include overseeing corporate planning within the Warner Bros. TV Group and oversee the remaining portfolio of digital businesses. Levine was previously evp, Warner Bros. Digital Networks.

Obituary: *Cynthia Perkins-Roberts*, **VAB's** vp, diversity marketing and business development, passed away on Jan 1. "What made Cynthia so highly effective in marketing and advertising was her ability to thrive in the art of people immersion," said *Sean Cunningham*, pres/CEO of **VAB**, where Perkins-Roberts worked for 25 years. Funeral services are scheduled for Friday, Jan 11 at Zion Cathedral Church of God in Christ in Freeport, NY. Donations can be made in her memory to **American Cancer Society**, **Memorial Sloan Kettering Cancer Center** and **Cedarmore Corp**.

PROGRAMMER'S PAGE

Pawsitively Sweet

Dr Ross Henderson, a veterinarian from Colorado, was on the precipice of a dream coming true. "I was standing next to *Tyra Banks* about to audition for 'America's Got Talent' in front of 3200 people last year. *Simon* got a migraine and I got bumped to the next day," he recalls. "And then they were like, 'we can't get you on.'" It may have worked out for the best, with Henderson making his television debut Friday on **Animal Planet** alongside his brother *Ryan* and father *Tony* (also vets) in new series "Hanging with the Hendersons." It's a reality show with an "All Creatures Great and Small" feel. Ep 1 includes the hilarity of trying to x-ray a chicken along with a touching song written and performed by Ross for his mom. It was Ross' musical talent that led to series. A video of him playing his guitar and serenading a worried dog went viral. Animal Planet opted to go straight to series based on a 3-minute sizzle reel from producer **Critical Content**. Halfway through the six-episode buy, the network doubled down and ordered 12 eps. "For a small-town veterinarian in a family practice, it was a whirlwind of excitement," Ross says. With the Henderson family (including extended family members) prominently featured, the show is as much about people as it is as animals. But the animals sure are cute. We're particularly smitten with dad Tony's golden retriever, Lord Barrington, who makes himself at home at the Fox Hollow Animal Hospital. "If anything they're camera hogs," Ross says of the family pets. "They're way too photogenic. They make the rest of us look bad. I think they'll be the stars of the show." Ross' strumming and singing at the clinic is also a standout. "Music has always been such a part of my life... It's like my therapy because vet med gets difficult," he says. — *Amy Maclean*

Reviews: "Angie Tribeca," streaming on **TBS App**. Considering the acrimony in the world, it's nice when, at the end of a day, you can sit back, not think too much and chuckle consistently at what's on screen. That's the case with this tongue-in-cheek police series from *Steve* and *Nancy Carell*, now streaming in its 4th season. On the other hand, you must lean in a little bit to catch some of the humor, as a few bits fly past quickly. Still, it's easy to see that serious actors like *Bobby Cannavale* are having a lot of fun. The obvious joke, of course, is that Cannavale plays the son of *Angie (Rashida Jones)*, though they look to be roughly the same age (Cannavale is six years Jones' senior). As fans of the series know, small details like that really don't matter in this total hoot, which will remind some viewers of "The Naked Gun" films. Cannavale's partner, *Rose Byrne*, also appears in the series. -- "Lost Gold," series premiere, 10pm, Monday, **Travel**. This new treasure-hunting series is a good, low-key escape from the quotidian. In the premiere, brothers *Jesse* and *Josh Feldman* head west seeking an estimated \$6,000 that infamous stagecoach robber *Milton Sharp* purloined around 1880. The brief history of Sharp and the graphics showing his whereabouts are particularly good. — *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (12/31/18-01/06/19)		
Mon-Sun	MC US	MC US AA
	AA%	(000)
ESPN	0.951	2,904
FNC	0.520	1,588
MSNBC	0.504	1,541
HALL	0.445	1,358
HGTV	0.417	1,274
A&E	0.396	1,210
TLC	0.368	1,124
ID	0.357	1,090
HIST	0.355	1,085
CNN	0.354	1,081
LIFE	0.352	1,076
DISC	0.349	1,065
USA	0.344	1,051
FOOD	0.302	921
TNT	0.301	919
TBSC	0.301	919
NICK	0.258	788
SYFY	0.235	718
HMM	0.225	688
FX	0.211	644
TVLAND	0.203	621
NAN	0.192	587
ADSM	0.188	576
DSNY	0.187	571
BRAVO	0.186	569
FRFM	0.182	555
INSP	0.180	550
AMC	0.169	516
DSJR	0.162	495
CRN	0.159	486
NATGEO	0.155	472
MTV	0.144	438
APL	0.140	428
TRAVEL	0.138	423
NKJR	0.137	419
WETV	0.134	409
GSN	0.132	403
BET	0.127	388
LMN	0.123	376
NGW	0.123	375
COM	0.112	342

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



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DIVERSITY AWARDS DINNER

HONORING

Starz, a Lionsgate company
CORPORATE LEADERSHIP AWARD

ABC's Fresh Off the Boat
DIVERSITY ADVOCATE AWARD

Accepted by Nahatchika Khan, Creator, Executive Producer & Writer and Melvin Mar, Executive Producer

WEDNESDAY, MARCH 27, 2019
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commitment to diversity and inclusion -
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