

# Cablefax Daily™

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What the Industry Reads First

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## Ready for Take-off: ReachTV Acting as Face of Travel TV

Heading to the airport for a flight is always a stressful experience, no matter how thrilling or relaxing your final destination may be. But being inside the terminal doesn't have to be. At least that's the thought of **ReachTV**, a linear short-form network designed with the traveler in mind. Programming on the network is only 6-8 minutes long, but viewers still receive everything that they would on a traditional long-form network. For example, in a deal with **A+E Networks**, Reach TV was able to co-produce and air home makeover series "Working The Room" the day after it aired on A&E. Instead of airing three half-hour episodes, ReachTV aired 12. ReachTV currently has a presence in more than 50 top airports in North America across the US and Canada. The network is currently seeing 27m viewers a month, but has the possibility to reach more than 107m travelers. And they're not just popping on for a few seconds. The current average viewing time is 37 minutes, or the equivalent of 4-6 episodes of short-form content. "We've been able to penetrate the traveler's mind, recall and engagement within two years of being officially launched as a network," ReachTV co-founder *Lynnwood Bibbens* told **Cablefax**. It all started when Bibbens and co-founder *Ron Bloom* started to see airports transforming themselves into destinations, complete with restaurants touting the names of celebrity chefs and stores with designer brands. One thing was missing: content to view while you're browsing or enjoying a pre-flight cup of coffee. "What we wanted to do is give you compelling content that you can consume in the timeframe you're in," Bibbens said. "But also, if you don't like it, you know something new is coming on in the next eight minutes, 10 minutes, five minutes." And it's not hard to start watching. ReachTV is now being turned on in airport lounges, coffee shops and Duty Free, to name a few destinations. To watch on your own device, all that's required is an internet connection within an airport to access the network's website. What the pair discovered is that ReachTV's programming and the advertising shown on the linear network has an effect on how travelers feel about the shown brands while they're in a more relaxed state than they would be ahead of their flights. Even with its short-form model, ReachTV is able to deliver the same amount of advertising as a traditional network. With those ad spots, it's creating 240m advertising impressions each month. "People will get a full show and then a 2-minute ad pod," Bibbens said. "Some people, when they get short-form, they forget that advertising is something that people are used to. People don't dislike advertising just

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The advertisement features a central graphic of four puzzle pieces forming a diamond shape. The pieces are labeled with award categories: 'CEX Cablefax PROGRAM AWARDS', 'Cablefax's DIGITAL AWARDS', 'The FAXIES Excellence in PR & Marketing', and 'CEX Cablefax TRAILER AWARDS'. The central diamond contains the text 'THE FAXIES' and 'RECOGNIZING EXCELLENCE IN PR, MARKETING & CONTENT'. The background is split into purple, grey, and orange sections.



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because it's advertising. They dislike advertising because the experience and the flow of what your doing when you're doing advertising isn't compelling." Looking to the future, Bibbens and Bloom are taking a look at how the network could entertain folks while they're waiting for their train or Uber home after work.

**State AG Trial on Sprint/T-Mobile Set for October:** Things could change, but for now it looks like a trial on state attorneys' challenge of **T-Mobile/Sprint** will begin Oct 7. Four more state attorneys general—Hawaii, Massachusetts, Minnesota and Nevada—have joined the initial 10 in challenging the deal. **New Street Research's Vivek Stalam** was at Friday's court hearing and reports that a lawyer for T-Mobile noted it was "very unlikely" that the **DOJ** will sue. That jives with recent press reports that DOJ is likely to approve the deal on the condition that **Boost** and spectrum is sold off (with **DISH** seen as the likely buyer).

**News Nets Join Together to Over SC2020 Snub:** **C-SPAN, CBS News, ABC, Fox News** and **CNN** sent a joint letter Thursday to the chair of South Carolina's Democratic Party to protest the decision to grant **MSNBC** exclusive live TV and streaming rights to Saturday's (6/22) state party convention. "The political parties have always had a tradition of open media access. Your decision to restrict live coverage of your state party convention to a single news organization is the antithesis of openness," said the missive, signed by DC bureau chiefs and C-SPAN's programming vp. "It is also concerning in that it could set a precedent that would end up seriously limiting citizen access to other key presidential electoral events." The five asked that the SCDP reverse its decision and lift a restriction that any footage of the convention Saturday taken by outlets other than MSNBC may not be aired live, and is embargoed for three hours after the close of the convention. The news nets copied House Majority Whip *James Clyburn* (D-SC) and **DNC** chair *Tom Perez* on the letter.

**Locast Expands to West Coast:** Free broadcast streaming service **Locast** is now available in L.A. and San Francisco, its first two West Coast markets. Consumers can stream more than 40 local broadcast channels via Locast with an in-market broadband connection. Earlier in the week, Locast added Sioux Falls and Rapid City, SD, to its footprint.

**Programming:** **NBCSN** will simulcast two **Telemundo** FIFA Women's World Cup matches in Spanish Monday (**Fox Sports** has the English rights). Live coverage begins at 11:30am ET when the US takes on Spain at Stade Auguste-De-laune in Reims, and continues at 2:30pm when Sweden face Canada. -- **FX** will televise a one-hour special event showcasing the issues honored at the 78th Annual Peabody Awards Ceremony. "Peabody Presents: Stories of the Year" will air July 7 at 10:30pm and feature a roundtable discussion moderated by *Hasan Minhaj*.

**Smithsonian Going All Out on Moon Landing:** Various MVPDs will make **Smithsonian Channel's** "The Day We

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Walked on the Moon” available via VOD on June 30, a week before the 50th anniversary of the moon landing doc premieres on the network. **Comcast** will team with Smithsonian Channel for a private screening and discussion of the film Monday at the new Comcast Tech Center in Philly. **Altice USA** will hold a private screening with the net on July 11 at Long Island’s Cradle of Aviation Museum, allowing guests to tour the museum galleries and view an actual Lunar Landing Module before watching the film. On July 20, the day of the landing, 70 Smithsonian Institution-affiliated museums will screen the doc, the first time a Smithsonian Channel film will be seen nationwide in as many museums on the same day.

**Lifetime Books Audible Marketing Pact:** Lifetime is collaborating with Audible for many of its “Book to Screen” summer programming initiatives. The summer title sponsorship begins on June 29th and will run through August. Audible will receive logo entitlement on all of the network’s marketing initiatives across national and local cable, MVPD, digital, social and podcasts. The audiobook service is highlighting “Audible Escape,” an unlimited package of all-you-can-listen access to romance novels. Custom content will run in six premiere Lifetime Book to Screen movies and a dedicated microsite on mylifetime.com will integrate additional navigation directing viewers to the Audible site for available titles to purchase.

## Cablefax Dashboard

### Tweet Tweet

**Christa** @ChristaGrace Follow

Trying to watch #HandmaidsTale but #hulu is down.  
The outage map matches the Gilead map. Coincidence?!?! I think not. 😏

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### Up Ahead

- June 21:** Dynamic Spectrum Alliance Global Summit; DC
- July 18-21:** Comic Con; San Diego
- July 24-26:** NAMIC Leadership Seminar; Chicago
- July 28-31:** The Independent Show; Chicago
- Aug 4:** CableLabs/NCTA Smaller Market Conference; Keystone, CO

### Research

- > 45% of respondents say that defending against cyber attacks will be the biggest technology challenge to their company over the next 12 months.
- > 81% say cloud computing will be "critically important" to their organization’s tech strategy over the next 12 months.
- > 38% say that 75% or more of the data stored and collected by their companies is being put to use.

(Source: [CNBC](https://www.cnbc.com))

### Quotable

“We spoke to several networks about this, and MSNBC was the network that decided they wanted to move forward with this. The fact is that the Joy Reid Show as well as the Rev. Al Sharpton Show have a significantly higher African-American viewership or audience, so it seemed to be a fit for this specific convention. But most importantly you’ve got a situation here where every presidential candidate who speaks has got their seven minutes broadcast by MSNBC and then they’re going to do a stand-up.” – **SC Democratic party chair Trav Robertson speaking to the Greenville News about MSNBC’s SC2020 exclusive live broadcast rights.**

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