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What the Industry Reads First

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Complex Times: Programmers Testing the Waters on Digital Out of Home Ads

Programmers have long been concerned about accurately capturing out-of-home measurement. Smart ones are just as concerned about marketing to consumers out-of-home, and for good reason. Out of home viewing is one of the fastest growing sectors in the ad industry, growing 7.7% to nearly \$2.7bn for 2Q19 compared to the same period last year. “Out of home has been around forever, and we always thought it would be in the full media kit without truly knowing what drives it,” *Jonathan McKenzie*, sr director of data strategy at **Turner**, said at the DPAA Video Everywhere Summit in NYC Tuesday. Now **WarnerMedia** has been using digital OOH for multiple campaigns, first entering into the space through the PGA Tour and culminating with March Madness. “It was always a vanity play. You wanted the biggest board for the newest show on **TNT**, and that’s what you do. However, those are hard to come by, and also some of the shows that we have, let’s say sports, I’m not going to tell you in March, ‘Hey, March Madness is coming’ because you’re going to say ‘no s---.’” said McKenzie. “We wanted to make sure it was as live as possible for the consumer. We have a large investment, all digitally focused to bring in real-time the scores, the competition, the matchups, everything to all consumers, and that’s really what the whole emphasis around the campaign was.” Digital Out-of-Home expands on the success of OOH, using ad tech including geofencing, tracking, retargeting, personalizing, attribution and measurement. “I don’t know if it’s fair to call it a traditional medium anymore, but it is growing,” said Tim Castree, **GroupM** CEO, North America. “The absolute growth rates have been good in this market, the migration to digital has been good, and the digital migration to programmatic at home is all positive moves.” But it’s not all sunshine and rainbows in the sector. DOOH is undergoing disruption, and folks in advertising aren’t quite sure how to move forward. “People’s habits have changed, with the multitude of platforms as media has gone from pretty simple, monolithic, analog behavior to multitudes of platforms, then the complexity of dealing with that, of reaggregating audiences for advertisers to predictability standards, it got a lot more complex,” Castree explained. So what is the best way to start growing the DOOH share? At GroupM, the world’s largest media advertising group by billings, Castree is on a mission to bust up the silos. “The number one thing on the agenda is to simplify business, reduce the complexity and drive more CPMs,”

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he said. "The other thing we're really working on is reintegrating those services back into the client delivery teams. There was power in the group model for many, many years. But in the new world, that's less relevant, and so I think the technical competence of our planning and buying teams and our data literacy and the integration into a more seamless client delivery model today is much more important for our future growth."

Comcast Moves TCM Out of All But One Package: Comcast has moved Turner Classic Movies into its Xfinity Sports Entertainment Package and removed it from all other packages. The Sports Entertainment package is a blend of networks like NFL Redzone, some college sports networks and non-sports channels like CMT and Crime & Investigation. Customers were notified with a message on their monthly bill statements. Comcast blamed the rise of programming costs for the move as well as TCM's drop in popularity. The provider said viewership of TCM is low, with over 90% of customers watching less than two movies/month. "Given this and contractual limitations on offering TCM a la carte, we decided to move TCM to the Sports Entertainment Package, which will help us manage programming costs that are passed on to our customers while continuing to make the channel available to those who want to watch it," the company wrote on an Xfinity support page. The Sports Entertainment Package is included with the Xfinity 250+ channels plan or can be added to any TV plan with 140+ channels for \$9.99/month.

TiVo Launches its Own Streamer With a Plus Sign: TiVo is fighting back against its rivals like The Roku Channel and Tubi with TiVo+. The company teased the streamer earlier this month with the release of two new models of the TiVo Edge. In a press release for the DVR, TiVo promised "live streaming channels and thousands of movies and TV shows to viewers in an app-free environment." Through partnerships with XUMO, Jukin Media and other publishers, the streaming service is offering channels like TMZ, Food52 and PowerNation. More channels will be on the way in the coming months with content from Gannett, Loop Media, Revry, Newsy and more. Exclusive to TiVo device owners, TiVo+ is available to stream for free and offers the best experience when paired with the TiVo Edge. The TiVo Edge for antenna is available for \$349.99 and requires a \$6.99/month service plan while the TiVo Edge for cable comes in at \$399.99 with a \$14.99/month service plan.

Consumer Groups Call for STELAR Reauthorization: Public Knowledge, Common Cause, Consumer Action, Consumer Federation of America, Consumer Reports and Open Technology Institute at New America sent a letter to Congress Tuesday urging lawmakers to reauthorize the Satellite Television Extension and Localism Act Reauthorization (STELAR) by the end of the year. They claim that the current state of limbo surrounding

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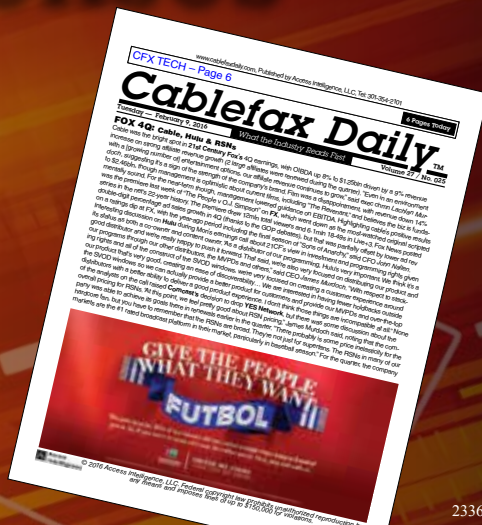
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STELAR places more than 870K satellite TV subs at risk of losing their access to programming at a fair price. The reauthorization of STELAR would both cut down on blackouts for those customers and allow for greater competition in the video marketplace, they claim. "Congress should take this opportunity to build on STELAR's foundational provisions and modernize the nearly 30-year-old rules governing TV and video transmission," the groups wrote. "The video marketplace is in dire need of sweeping regulatory reform, but the artificial deadlines imposed by STELAR's expiration keep that from happening."

TV Time Moves Forward with Mediamorph Acquisition: TV tracking and insights platform **TV Time** announced its acquisition of **Mediamorph** Tuesday. As part of the deal, the combined companies will operate under the name **Whip Media Group** and maintain offices in LA, NYC, London, Amsterdam and Paris. The combination will allow their clients to distribute their content more efficiently on a global scale. Mediamorph's Content Value Management cloud platform powers more than two-thirds of global digital transactional revenue for the film and television industries, managing over 20mln content avails across providers and distributors.

Fox BET Strikes MLB Partnership: **Fox BET** scored a multiyear deal with **MLB** Tuesday to make it an Authorized Gaming Operator in the US. The deal allows Fox BET to use MLB's official data feed and League marks across its betting app as well as on Fox Sports Super 6, its free-to-play game.

TVSquared Teams Up With Extreme Reach for AVOD Measurement: **TVSquared** has partnered with **Extreme Reach**, a deal that will allow advertisers to measure all TV content served across ad-supported OTT streaming services. Rather than an advertiser receiving data from the individual services themselves, the integration of TVSquared's ADvantage platform and Extreme Reach will allow them to track performance at scale.

Amobee Launches Fraud Free Guarantee For CTV: Digital ad tech company **Amobee** is extending its partnership with **DoubleVerify** for an expansion of its fraud prevention solution to include connected TV inventory. The company says the tech uses an early detection system with partnership integrations to prevent fraud from reaching the Amobee platform, ensuring advertisers have access to a safe, transparent buying ecosystem with high-quality inventory.

Comcast Spectacor, SK Telecom Expand Gaming Segment with JV: **Comcast Spectacor** teamed up with **SK Telecom** to launch global esports joint venture **T1 Entertainment & Sports** Tuesday. While the company's portfolio will own and operate teams in competitive gaming segments like Fortnite, it will not include the Philadelphia Fusion Overwatch League franchise, which will continue to be fully owned and operated by Comcast Spectacor. **Joe Marsh**, who most recently acted as chief business officer for Comcast's Spectacor Gaming division and the Philadelphia Fusion, has been named CEO of T1. **Akshon Media** founder and former **Meta Gaming** CEO **John Kim** will serve as COO and is based in Seoul.

Apple TV Arrives on Roku Devices: The **Apple TV** app is now available on the **Roku** platform via the Roku Channel store. The addition will allow Roku users to access their iTunes video library and subscribe to Apple TV channels directly on their Roku device. Additionally, Apple TV+ will also be available via the Apple TV app on for Roku users starting Nov 1. Roku users can subscribe for \$4.99/month with a seven-day free trial. The app will offer Apple TV+ in the US, Argentina, Canada, Chile, Colombia, Costa Rica, El Salvador, France, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, the Republic of Ireland and the UK.

Pluto TV Latino Doubles Channel Total: **Pluto TV** debuted 11 new channels on its Pluto TV Latino platform Tuesday. The additions, which include **Nick Latino** and **Spike Aventura**, bring an additional 2K hours of Spanish & Portuguese-speaking programming to the platform, which now houses a total of 22 channels.

Ratings: The Green Bay Packers' victory over the Detroit Lions on "Monday Night Football" averaged 13.4mln viewers across **ESPN** and **ESPN Deportes**, making it the second most-viewed MNF game of the 2019 season, falling just behind the Texans-Saint opener (13.5mln).

Programming: "Grease" is the word, even in 2019. **HBO Max** ordered "Grease: Rydell High," a musical series spinoff inspired by the 1978 film.

People: **Comcast** named **Dennis Mathew** svp of the Western New England region covering Connecticut, western Massachusetts, Vermont, western New Hampshire and New York. Mathew most recently served as vp/gm, Xfinity Home, based in the company's Philadelphia headquarters. -- **Ben Arden** is joining **FCC** commish **Brendan Carr**'s office as acting legal advisor for media issues. Arden currently serves as associate chief of the Media Bureau's video division and has previously acted as deputy division chief of the Media Bureau's industry analysis division.