

# Cablefax Daily™

Tuesday — November 12, 2019

What the Industry Reads First

Volume 30 / No. 218

## Think TV: Cable Courting Small Business for Ad Sales

If a local business has as little as \$250 to spend on marketing, Charter's hoping to get them to take it to TV instead of social media or digital advertising. That's the genesis of the **Spectrum Reach** "Ad Portal," currently available in 16 markets and expected to be available across Charter's entire footprint by the end of 2Q 2020. "In the past, they probably thought it was too expensive, too hard. That's really the market the Ad Portal was really designed to help. It's meant to make television more accessible to smaller businesses," said *Fred Bucher*, svp and CMO, Spectrum Reach, Charter's advertising division. Historically, local cable ad inventory has always been there. But the tools weren't in place to make it a real possibility for everyone. That's changing. Technology advances have made it possible to access aggregated and anonymized viewing data in a way that allows Charter to build schedules very quickly on an automated basis. Tech also allows the MSO to make quality creative available at scale. Charter's not alone in targeting small businesses. Earlier this year, **Effectv** (formerly **Comcast Spotlight**) launched the "TV Ad Planner" as a turnkey solution for small businesses. "You identify via zip code an area you want to target, you can identify audiences that you're trying to reach, you can upload creative or you can have self-serve creative right in the platform," explained **Comcast Advertising** CMO *Maria Weaver*. "You don't have to talk to a salesperson at all. That's really key for us. It allows us to service a really small business that historically we haven't served. We've seen a lot of interest and it's been a great vehicle for us to bring in new leads." While social and digital is obvious competition for spot cable, advertising on Facebook, Google, LinkedIn, Snap, etc all help condition businesses to use such automated, self-provisioning tools. "We want to get in on that action by putting TV at their fingertips," Bucher said. It's early days—Charter's market with the longest use of Ad Portal is Raleigh, NC, which launched it April 1. But Spectrum Reach is pleased with the initial reception, reporting that the interest level is very high—hence the decision to roll it out more broadly. Businesses using Ad Portal include smaller versions of businesses that Spectrum has previously done business with, such as restaurants and retail stores. However, the service is finding completely new advertisers. "We've got a couple different reggae bands and music acts. We've got self-published authors, a dairy farmer," Bucher said. "Part of the revelation for us is there's a market for TV in categories we never would have expected."

## TELL US WHAT ELSE WE SHOULD KNOW ABOUT YOUR WORK CULTURE.

Cablefax is seeking nominations for The 2020 Work Culture List.

This recognition program pulls back the curtain to give a glimpse at the culture behind the company names, shining a light on the magic that happens when work enhances your life.

WE LOOK FORWARD TO YOUR SUBMISSION!

Free to Nominate

Deadline: December 13, 2019

[www.CFXWorkCulture.com](http://www.CFXWorkCulture.com)



**T. HOWARD**  
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# *Diversity Awards Dinner*

**MARCH 25<sup>TH</sup> 2020**

*Cipriani Wall Street, New York City*

## **HONORING**

### **Executive Leadership Award**

**AYO DAVIS**

Executive Vice President,  
Talent & Casting

**ABC Entertainment & Disney+**

### **Executive Champion Award**

**JONATHAN HARGIS**

Executive Vice President &  
Chief Marketing Officer

**Charter Communications**

**t-howard.org**

For more information, email Maria Ducheine at  
[mducheine@projectsplusinc.com](mailto:mducheine@projectsplusinc.com)

**6:00 p.m.** Reception  
**7:15 p.m.** Dinner & Program  
**9:00 p.m.** Dessert Reception

*BUSINESS ATTIRE*

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC ● www.cablefax.com ● 301.354.2101 ● Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com ● Publisher: Michael Grebb, 323.380.6263, mgrebb@accessintel.com ● Senior Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@accessintel.com ● Acct. Exec: Olivia Murray, 301.354.2010, omurray@accessintel.com ● Director of Marketing: Kate Schaeffer, kschaefter@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com ● Group Subs or Subscription Questions, Client Services: 301.354.2101, clientservices@accessintel.com ● Annual subscription price: \$1,749.00/year ● Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

**Disney+ Launch is Here:** Plenty of people have been counting down for the launch of **Disney's** SVOD service, but most don't seem to know how they'll access it. While the Nov 12 launch date has been well publicized, how to get the keys to the kingdom has been vague. Less than 24 hours before the launch, there was no **Disney+** app available in Apple's App Store. If you're hoping to be among the first to watch "The Mandalorian," presumably the app will go live at 6am ET per the countdown clock on the Disney+ website. You're not alone if you're confused about accessing the service. "So I think I got @disneyplus deal through @DisneyD23 but do you get an email welcoming you and telling you how to set your account up?" **Redef** CEO/former **MySpace** co-pres *Jason Hirschhorn* tweeted Monday. Several folks, including **LightShed** analyst *Rich Greenfield*, replied that they also haven't received any instructions. Those with **Verizon Wireless** Unlimited service or who are switching to **Fios** and want to get in on the free 12 months of Disney+ offer have only been told to check their email on Tuesday to find out how to enroll. Per a **Verizon FAQ**, customers will be able to register via the My Verizon app or website. May the force be with you.

**ViacomCBS Leadership Shakeup:** We're inching closer to **ViacomCBS** becoming a reality, and the two companies announced senior appointments for the joint company's content and digital leadership. *Jim Gianopulos* will oversee filmed entertainment, continuing his role as chmn and CEO of **Paramount Pictures**. *Chris McCarthy*, current pres of **MTV**, **VH1**, **CMT** and **Logo**, will serve as pres of entertainment & youth brands for ViacomCBS Domestic Media Networks, adding **Comedy Central**, **Paramount Network**, **Smithsonian Channel** and **TV Land** to his current portfolio. Current chief creative officer for **CBS** and chmn/CEO for **Showtime Networks** *David Nevins* will oversee **CBS Television Studios**, the CBS Television Network's Entertainment division, Showtime Networks and **Pop**, **BET** as well as **CBS All Access**. *Carolyn Kroll Reidy* will continue as her role as pres/CEO of **Simon & Schuster**. *Brian Robbins*, pres of **Nickelodeon**, will now serve as pres, kids & family entertainment for the joint company, adding **AwesomenessTV**, which he co-founded, back to his responsibilities. As part of the shakeup, Comedy Central chief *Kent Alterman* and **Viacom** COO *Sarah Levy* will exit the company. *David Kline*, Viacom evp and chief information & technology officer, will also depart.

**Charter Adopts OpenSync:** Charter is using **Plume's** OpenSync to power its Advance In-Home WiFi service. The cloud technology is an open-source initiative that enables the curation, delivery and support of services and management of devices in a smart home. Charter's Advance In-home WiFi service, which recently launched in Austin, TX, gives customers greater control and visibility into their WiFi networks, including the ability to pause internet to a single device. Additional features are expected to launch in the coming months including parental controls and additional functionality to provide greater security of in-home networks. Spectrum will launch Advanced In-Home WiFi

# Cablefax: What's Happening... November & December

Cablefax Daily Digital Edition: [www.cablefax.com/daily](http://www.cablefax.com/daily) • Online Product Listing: [www.cablefax.com/advertise](http://www.cablefax.com/advertise)

- |                     |                  |                                |
|---------------------|------------------|--------------------------------|
| <b>EDITORIAL:</b>   | Amy Maclean      | • amaclean@accessintel.com     |
|                     | Sara Winegardner | • swinegardner@accessintel.com |
|                     | Mollie Cahillane | • mcahillane@accessintel.com   |
| <b>ADVERTISING:</b> | Olivia Murray    | • omurray@accessintel.com      |
| <b>AWARDS:</b>      | Mary-Lou French  | • mlfrench@accessintel.com     |

## NOVEMBER

### Cablefax: The Magazine – November Issue Most Powerful Women

Cablefax's annual Most Powerful Women magazine honors the female executives and media influencers whose outstanding leadership, innovation and community continues to change the industry for the better.

### Holiday Programming

With unprecedented amounts of holiday programming in 2018, what are the lessons learned for 2019? We'll look at how programmers are carving out a space in the crowded seasonal programming environment.

### Get SMART

From smart homes to smart cities, Cablefax has you covered. We'll examine the latest developments in the space and how the industry is playing a pivotal role.

## DECEMBER

### Augmented & Virtual Reality

Is it really happening this time? We'll take a look at VR and AR, as well as the opportunities (and pitfalls) for distributors, programmers and vendors.

## Events

**Most Powerful Women Luncheon**  
December 5  
NYC

in a number of additional markets this year, with broader roll-out planned in 2020.

**Federal Broadband Speed Bill Introduced: Senate Commerce** members *Jacky Rosen* (D-NV) and *Shelley Moore Capito* (R-WV) introduced the Broadband Parity Act, which would bring all federal broadband programs to the current definition of what the **FCC** defines as high-speed internet (currently 25Mbps downstream/3Mbps upstream). There are currently more than 20 federal broadband programs promoting fixed broadband access, but each follows its own definitions for bandwidth speed, some as low as 10/1Mbps.

**Pluto TV Partners with Vevo for Linear Music Channels: Pluto TV** will add linear content from music video platform **Vevo**. The company will roll out 10 channels with music videos, original content and more, with the first channel Vevo POP debuting Tuesday. A holiday-themed channel is on its way, as are more genre-curated channels to follow.

**FreeWheel Calls for Universal Ad ID: FreeWheel's** Council for Premium Video, made up of 45 global premium video providers, issued a call for industry-wide adoption of a universal ad ID as a means to better meet the demands of cross-platform media management. The group is advocating for the use of Ad-ID, which is owned jointly by the **ANA** and the **4As**, as the industry standard for identifying advertising assets across all media platforms. FWC, with support from the 4As, ANA, **NBCU** and **A+E Networks**, says adopting Ad-ID includes benefits such as improving overall workflow efficiencies, deduplicated storage of ads, addresses ad quality and collision, improved campaign delivery and improved post-delivery reporting. FWC says that by implementing universal ad ID standards, the industry can overcome the challenges of managing multiple versions of creative for an individual campaign, according to the FWC.

**LEA Awards:** Plenty of inspiration (and wine) at **WICT SoCal's** LEA Awards Friday at the Beverly Hills Hotel, with a number of honorees making the case for fearlessness and following your gut no matter what the rest of the world thinks. *Kathy Mandato*, chief HR officer at **WarnerMedia**, urged the audience to "be comfortable with being uncomfortable" and argued that sometimes not having a plan is a plan. "Sometimes you do your best work when you're not afraid to get fired," she said. **OWN** pres *Tina Perry* talked about the concept of being seen, noting that "women continue to make significant strides to be seen in this space." She urged people who have benefited from allies and advocates to reach out with a thank-you note or text. "It's those small gestures that I feel are so very big and so very big to keep us visible," she said. *Angela Courtin*, global head of entertainment, media and experience at **YouTube**, spent her time on stage acknowledging strides her own community has made in recent years but noting that "we can still be fired for being gay." She said the key—whether centered on social progress or business goals—is tapping into people's emotional core to make an impact. "Isn't that what it's really all about?," she asked. "Making people feel something?" She encouraged more execs to embrace deeper instincts: "Your magical thinking is a gift. Nurture it." *Rita Ferro*, **Disney's** president of advertising sales, credited her "incredible system of support" for much of her success and said "mentorship is the most fulfilling part of what I do every day." As for the challenges that all rising execs face, she noted that "everything that I go through will become everything that I made it through." Meanwhile, **WICT SoCal** pres *Ellen Schned* and **Baker Media** CEO *Bridget Baker* paid tribute to 2012 LEA Lifetime Achiever honoree *Stacy Melle*, who passed away last month after a long battle with Cystic Fibrosis. Noting her "incredible strength," Baker said "she loved this industry and being part of WICT." She'll be missed.

**Liberty Media 3Q Earnings Fall:** *John Malone's* **Liberty Media** reported lower 3Q earnings due to higher costs and expenses that outweighed increased revenue. **Formula One** CEO *Carey Chase* pointed to the recent deal between the group and **ESPN**, which will keep F1 races on ESPN and **ABC** through 2022. "We saw increased interest from parties and increased interest expressed in offers. We feel good about it, but clearly we think the US is a market that still has a lot of upside for us," Chase said on an earnings call Monday morning. Liberty Media's earnings came in at \$262mln, down from \$366mln YOY.



19<sup>th</sup> Holiday  
**ROCK & ROLL**  
Bash  
**DECEMBER 3, 2019**

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