

Cablefax Daily™

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What the Industry Reads First

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Changing Times: Behind the Comcast Rebrand to Effectv

Advertising sales firm **Comcast Spotlight** made the big decision to rebrand last week to **Effectv** (pronounced effective), dropping its parent company name. The choice to step away from the Comcast brand is reflective of the larger changing trends within the industry, said *Maria Weaver*, CMO, Comcast Advertising (also overseeing **FreeWheel**). “Part of what we do at Effectv in addition to representing our own inventory, we also represent the inventory of other MVPDs. Having Comcast in the name so prominent would make one think that we’re only representing Comcast inventory,” she explained. “We didn’t want to completely remove ourselves from Comcast. We’re a part of the organization and are very proud of that, but we needed to find a name that allows us to be broader.” Effectv isn’t the only ad company moving towards this larger trend. Late last year, **AT&T** relaunched AT&T Advertising and Analytics as **Xandr**, a shout-out to *Alexander Graham Bell*. In September of this year, **NCC Media** (owned by Comcast, **Charter** and **Cox**) rebranded as **Ampersand**, which it said reflects the company’s mission of unifying the TV advertising ecosystem across all screens, inventory and audiences. Over the past year-and-a-half, Effectv has seen rapid change and growth, another reason why Weaver said the company decided to move to the Effectv name. “When I think about what we’re doing, I think about it from a holistic standpoint because what we’re really taking to market is the ability to have a full funnel conversation. It’s no longer just about brand, but we can say to our clients that we can offer them solutions that go all the way down,” Weaver said. One such solution is Instant IMPACT, launched in August in partnership with **TVSquared**. The product allows local cable TV advertisers to measure lower-funnel activity, and helps drive measurement away from traditional TV advertising towards a CPM model, thinking about impressions and audience responses. “It’s industry wide. We’re seeing digital and linear really merging together and you’re going to have industry wide leveling. That’s exactly what we need in order to demystify what we’re doing for the marketplace,” said Weaver. “We’re treating TV as just another platform and having these more centralized way of thinking about the mediums.” TVSquared and Comcast first partnered four years ago, and spent the last year developing Instant IMPACT to launch at scale. About 500 advertisers have now been onboarded. “It’s a big universe and we’re just literally scratching the surface. It’s really about having the sales team show them [businesses] that TV works to get them to keep on spending more

JUST RELEASED!

Congratulations to all the Honorees!

Read the digital version and complete Q&As with each honoree at www.cablefaxwomen.com

EVENT INFO:

Most Powerful Women Celebration & Wine Tasting
Thursday, Dec. 5 | 11am- 2pm | 583 Park Ave, NYC



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money, and the data we've got show that if you get that, and you see the lift, they spend more money and they stay on longer," said TVSquared CEO and founder *Calum Smeaton*. However, Weaver warned that addressable advertising should not be advertiser's only focus. "I think it's really important and game changing for you to be able to target using data solutions into the home and really be able to treat TV in a way that an advertiser has treated digital in the past," she said. "I do caution that when we do take this to the marketplace, that we are informing and educating advertisers how to use addressable as part of their mix, and not to make addressable the sole solution. We've seen using digital platforms in the past where brands have over targeted, and I would hate to see that happen. I put the onus on us to be educating the advertisers on what that looks like in the future."

Hulu Increase Live Plan Price by 20%: Hulu announced in a blog post Friday that its Hulu + Live TV package would see a price increase for the second time this year. The base price will increase to \$54.99, up from \$44.99/month, starting Dec 18. The increase seems to be due to the rise in programming costs. The company said the higher price will allow it to continue offering all of the current programming in the plan, including its 60+ live channels. Hulu seemed to recognize how the price change could affect its subscriber numbers, and actively told customers to switch back and forth from Live TV plans to cheaper ones depending on the time of year. "If you love college football, choose Hulu + Live TV during the season, then switch to one of Hulu's less expensive on-demand plans when it's over," Hulu said. The company added that it's exploring additional ways in which it can tailor live TV options to its customers in the future.

Cox Bringing Technology Incubator to ASU Campus: Cox is partnering with **Arizona State University** to create a Cox Connected Environments Collaboratory on the campus. The incubation center is designed to bring together ASU students and staff to solve challenges and build smarter communities in the Phoenix metropolitan area. Examples of projects include optimizing buildings for sustainability or providing new ways to learn via VR/AR. To power the facility, Cox will deploy a wired and wireless network on campus as part of ASU's NextGen Network.

FCC Commissioner Ready to Slay Zombie: One FCC commissioner believes it's time for the agency to remove some pending rulemakings that have never advanced, such as the repeal of network non-duplication & syndication exclusivity rules and the proposed classification of OTT platforms as MVPDs. "There are a number of what I call the 'Zombie Proceedings,' which I would humbly suggest should be 'killed off.' These are rulemakings that were started under previous Commissions and for one reason or another have never moved forward,

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but have remained pending, not having been brought to a close,” commish *Mike O’Rielly* said during a speech Thursday before the **MA Broadcaster’s Assn.**

Anti-Robocall Bill Advances: House and Senate Commerce leaders have reached an agreement in principle on legislation to combat robocalls. The bill, which would require telephone carriers to verify calls and allow robocalls to be blocked in a transparent way, is expected to be finalized in the coming days.

Ratings: ESPN’s “Monday Night Football” and NFL “Countdown” shows are all up double-digits through the first 10 weeks of the 2019 season. MNF is averaging 12.5mln viewers, a 10% jump over 2018. The two-hour pregame show Countdown is pulling in an average of 1.4mln viewers, a 13% increase YOY.

Obituary: Sad to learn former ESPN PR veep *Rob Tobias* died Friday from brain cancer. Tobias retired from the sports programmer in 2015 after a 32-year career in which he publicized all things ESPN. He even pitched a behind-the-scenes show about “SportsCenter” that ended up winning an Emmy. Our thoughts are with his family and friends in Bristol and beyond.

People: *Danielle Maged*, most recently evp, global solutions for **Fox Networks Group**, was tapped as advocacy group **Global Citizen’s** first-ever chief growth officer.

Cablefax Dashboard

Tweet Tweet



Usually C-SPAN uses 3 cameras to cover a hearing.

For some other notable hearings, like #scotus confirmation hearings (Gorsuch & Kavanaugh): 5 cameras.

Today (just like Wednesday): @cspan is using 7 cameras for #impeachment hearing.



I am getting so many tweets about story lines in #EvenStevens and I do NOT remember that many episodes...guess I have to binge watch it now! #disneyplus

3:36 AM · Nov 14, 2019 · Twitter for iPhone

Up Ahead

Nov 19-20: Streaming Media West 2019; LA

Nov 21: Gracies Leadership Awards, NYC

Dec 4: TV of Tomorrow Show, NYC

Dec 5: Cablefax Most Powerful Women 2019, NYC

Dec 5-6: CableLabs Latin America & Caribbean Summit 2019, Miami

Dec 13: Cablefax Work Culture 2020 Entry Deadline

Research

> Average consumption by cord-cutter subscribers was 520.8 GB, an increase of 7% in Q3 alone.

> 12% of cord cutters are “power users,” consuming 1 TB or more of data/month. That number increased 62% YOY.

> Only 29% of consumers upgraded their broadband packages when speaking with customer care teams about severing video services. 4% downgraded to lower broadband plans during talks.

(Source: **OpenVault Q3 OBVI Report**)

Quotable

“I had a customer come in one time. Very mad, very rude, assertive. He wasn’t getting any satisfaction. I really don’t know what his problem was. Finally, he said, ‘I’m tired of dealing with the poodles. I want to talk to the big dog.’ My head tech buzzes me, and I come down the stairs and ask if I can help him. He says, ‘I said I want to talk to the big dog, not another poodle.’ I said, ‘You better get down on your hands and knees and start talking to God because it doesn’t get any higher than me!’”

– **Patricia Boyers in Cablefax: The Magazine’s Most Powerful Women issue**



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