

Cablefax Daily™

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What the Industry Reads First

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Money Problems: Connected TV or Traditional Linear?

It's no secret that connected TV is exploding, with nearly 50% of American households owning one. But now, the question for the industry has become where and how to invest ad dollars in an increasingly fragmented environment. "The amount of time people are spending not watching free TV and watching these streaming platforms on their TV is a huge growth, about 100% in a year," said *Sean Doherty*, co-founder and CEO of **Wurl**, a streaming video distribution and advertising services provider for CTV. "Buyers are getting more comfortable with CTV and lack of fraud." Wurl saw double-digit growth in Q3 across all key metrics, including ad impressions, hours of viewing and revenue per user. While CTV can include both linear TV and OTT, traditional TV is defined as viewing not connected to the internet. For Doherty, traditional TV is a waste of time. "I would not invest a penny in traditional linear TV," he said, noting that while it is still a giant market, it's declining as viewers migrate. "It's milking a legacy business for as long as it'll last. All this stuff about targeting linear? It's not real. No one will fess up that it's not real. It's impossible to do that on linear pay TV and it always will be. They characterize it as targetable... but they don't know who is watching for how long or when like they do on CTV systems." But not everyone falls in with Doherty. "Rather than perpetuating the 'one or the other' mentality, the 'new normal' is all about bringing linear and digital TV together, not apart. Both mediums work well on their own, but they work even better together," said *Jo Kinsella*, CRO and evp for **TVSquared**, a TV attribution vendor. She noted that when OTT is added to linear campaigns, the incremental reach it brings is "tremendously impactful," allowing advertisers to engage with audiences they would not have with linear alone. TVSquared has seen the addition of OTT to linear campaigns increase response rates by up to 3x. Research from **Charter's** ad division **Spectrum Reach** backs up Kinsella's claims. Spectrum Reach found that campaigns that have TV and online video components working together saw larger business outcomes than campaigns that employed just one or the other. Joint campaigns saw a 54% increase in significant video effects, compared to 32% in TV only and 25% in online video only. Charter evp and Spectrum Reach pres *David Kline* said it's important to invest in both traditional TV and OTT/CTV platforms, but that linear isn't going anywhere. "It's more about what does the advertiser want, who is the audience they're looking for, and we have more than anybody else

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in our markets,” said Kline. “We’re not naive. We think more and more viewership can go to on demand and OTT, but at the end of the day the vast majority of the viewing for the foreseeable future will be linear, specifically news and sports.” The real threat to both traditional TV and CTV, however? Big internet companies like Facebook, Amazon and Google. “It would be astonishing to me if Google didn’t start to take a more active interest in CTV advertising in 2020,” said Wurl’s Doherty. To protect against an encroach from digital players, execs on both sides agree it’s time to work together. “What you’re seeing right now is everyone pulling together and build a better ecosystem for the best platform, which is television. Everything goes better when you center it around TV, and the way we’re partnering is we’re working together to enable national cable inventory to be made addressable, and now we can compete better with the tech companies,” said Kline.

November Ratings Winners: Football outsourced news in prime for November as ESPN nabbed the crown among cable nets with an average of 2.813mln total viewers. Fox News was closed behind with 2.799mln, and the newer easily took first place in total day with 1.59mln viewers. In fact, it’s Fox News’ 41st consecutive month topping the total day chart among basic cable nets. MSNBC was third in prime (2.06mln) and second in total day (1.21mln). Rounding out the top five cable nets in prime were holiday ratings winner Hallmark (1.54mln) and CNN (999K). Hallmark’s “Countdown to Christmas” initiative has reached has reached 40.1mln unduplicated total viewers in 2019-to-date. Saturday’s “Christmas at Graceland: Home for the Holidays” averaged a 2.6 household rating, 2.7mln total viewers, and 465K W25-54.

Democratic Senators Up Online Protections with COPRA Introduction: Senate Commerce ranking member Maria Cantwell (D-WA) along with sens Brian Schatz (D-HI), Amy Klobuchar (D-MN) and Ed Markey (D-MA) announced privacy legislation establishing privacy rights and improvements to data security safeguards for online shoppers. The Consumer Online Privacy Rights Act would require companies to regularly assess security vulnerabilities and take preventative actions to protect consumer data. It also creates heightened privacy standards for collecting and sharing sensitive data, including biometric and geolocation data while creating new enforcement powers for the FTC to enforce and update the law over time.

Nevada Latest to Back T-Mobile/Sprint Merger: The T-Mobile/Sprint merger now has the support of Nevada state AG Aaron Ford, thanks to a settlement deal similar to others the mobile carriers have struck to win over opponents. New T-Mobile has committed to deploying a 5G network in the state offering at least 64% of its population access to download speeds equal to or greater than 100Mbps within three years of the merger’s closing date. That network will

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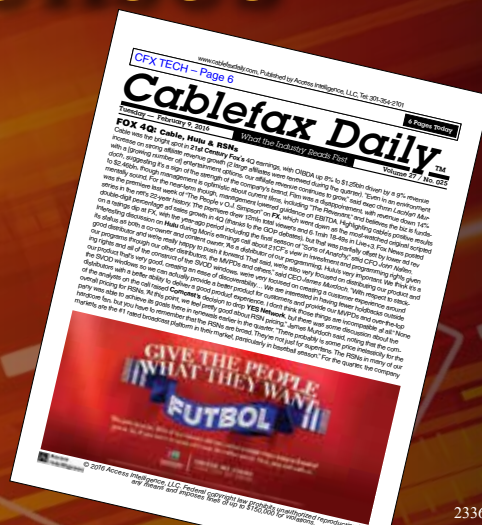
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expand to cover at least 94% of Nevada's general population and 83% of its rural population within six years. Also as part of the deal, New T-Mobile will also make a charitable contribution of \$30m in three equal installments to fund programs through grants that enhance entrepreneurial opportunities for and expand small businesses owned by minorities and women in Nevada. The rest of the agreement secures price locks and jobs for Nevada residents. For at least six years, New T-Mobile will offer Nevada customers low-priced plans that include unlimited talk, text and at least 2GB of data for \$15/month, and 5GB for \$25/month. To preserve Nevada jobs, the company will convert Sprint's call center in Las Vegas into a customer experience center for New T-Mobile and launch a paid apprentice program.

C2HR Invites Specialists To Assist in 2020 Compensation Surveys: C2HR (formerly CTHRA) is inviting compensation specialists to a planning session for the organization's 2020 compensation surveys in Charlotte, NC. Specialists from content developers will meet on Dec 11 while connectivity providers will meet on Dec 12. Charter will host the meetings to be facilitated by consulting firm **The Croner Company**.

WarnerMedia Exec Moore Out: WarnerMedia svp, communications *Marie Moore* has been let go. Moore joined TBS and TNT as vp, communications in 2016 before being promoted to svp in 2018. Reporting to evp, global communications *Kevin Brockman* under the WarnerMedia umbrella, she has recently worked on **HBO Max** and **truTV** as well as TBS and TNT. Moore served as svp, public relations for **IFC** before joining **Turner**. WarnerMedia has not yet announced who will replace Moore. WarnerMedia restructured its communications department in early October, offering expanded roles to *Karen Jones* (HBO evp, communications), *Ronni Cobern-Basis* (WarnerMedia evp, talent relations, events & awards) and *Laura Young* (WarnerMedia svp, corporate communications). *Claudia Coles* and *Jenn Toner* were also both promoted Monday to svp, communications, WarnerMedia Sales & International.

SpotX Launches Canadian Solution: SpotX and programmatic ad tech provider **StackAdapt** partnered up to reach Canadian OTT viewers at scale via connected TV inventory. Advertisers working with StackAdapt now have access to inventory from more than 600 media owners including **A+E Networks**, **Discovery** and **Pluto TV**. Nearly 50% of all US TV households have a connected TV, and over 30% of Canadians own and regularly use a smart TV. SpotX's CTV network now reaches 44m households across the US and Canada.

Women Make Waves: Cablefax is proud to recognize three outstanding women with the inaugural [Wave Maker Award](#) as part of its Most Powerful Women celebration. This award honors women whose energy has propelled their career, company and the industry at large. *Patricia Jo Boyers*, pres & vice-chmn for **Boycorn Vision**; *Dalila Wilson-Scott*, svp, community impact, **Comcast Corp** and pres, **Comcast NBCUniversal Foundation**; and *Jana Winograde*, pres, entertainment **Showtime Networks**, will be celebrated at the Most Powerful Women Celebration luncheon taking place Dec. 5 at 583 Park Avenue in NYC. -- Meanwhile, we took the #10YearChallenge. [Check out](#) the 2009 issue of Cablefax's Most Powerful Women vs the 2019 edition.

Programming: Showtime greenlit "Gossip Starring Cindy Adams (w/t)," a limited docu-series profiling the New York Post columnist. The series is scheduled to premiere in 2021. -- Cheddar is launching a political show based in DC early next year called, "Cheddar Capital." -- **IMPACT Wrestling** (a subsidiary of **Anthem Sports & Entertainment**) landed a multi-year television deal with **e.tv** across more than 50 countries in Sub-Saharan Africa beginning in January.

Obituary: Former **Viacom** and **HBO** CEO *Frank Biondi* passed away Monday at age 74 from bladder cancer. An avid tennis player, Biondi also helped with the creation of **Tennis Channel**. He was still active in the industry, appointed last year to **AMC Networks'** board of directors. "Frank was a long-time colleague and friend to many of us. He leaves the world a better place than he found it and he leaves a great imprint on many of us personally," AMC Networks pres/CEO *Josh Sapan* said. Biondi also was a director of **The Madison Square Garden Co** and **ViaSat** and served as managing director of **WaterView Advisors**, a private equity fund specializing in media.

People: **CBS All Access** is expanding its original content team. *Danny Feldheim* and *Jana Steele Helman* were promoted to svp, original content. *Ashley Whitaker*, a former creative executive at **Harpo Films**, is joining as director, original content, sharing the title with *Eric Pertilla*. -- More **ViacomCBS** positions announced for when the deal closes next week. **CBS'** *David Byrnes* will serve as svp, corporate finance, overseeing the combined company's financial planning and analysis. **Viacom's** *Kathy Gill-Charest* will take the role of evp, controller & chief accounting officer, while CBS evp, general tax officer and chief veteran officer **Rich Jones** will take the same role at **ViacomCBS**. CBS' *Jim Morrison* will continue his role as svp, treasurer at **ViacomCBS**.