

Cablefax Daily™

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What the Industry Reads First

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New Deal: Disney Adds Hulu to Upfronts, Expands Luminare

Disney took its normal upfront on the (virtual) road, and with no ABC pilot clips to show thanks to the coronavirus pandemic, the event largely focused on advertising initiatives across linear and digital. “The events in the world have been a catalyst for innovation for all of us, leading us to new ways of working and a recommitment to purpose,” said *Rita Ferro*, pres of advertising sales and partnership. The company took full control of **Hulu** just over a year ago, and will now for the first time market the streamer as part of its portfolio, meaning customers can buy across the entire Disney portfolio in one purchase. “That means thousands of additional content consumption signals from Hulu will be part of Disney’s first-party data that is used to model hundreds of psychographic and behavioral attributes, used to meet the needs of specific industries,” said Ferro. “With automation, we’re enabling a unified, programmatic approach that allows the use of your audience data for enhanced targeting, as well as the ability to measure and manage brand frequency across the total Disney digital platform.” This new program, dubbed Disney Hulu XP, launches Oct 1. In May, Disney reported 32.1mln paid Hulu subscribers, up 25.2mln YOY. The company said that two out of every three viewers who saw a brand message on Hulu did not see that campaign on any linear network. “This is generation stream, where brands need to be relevant or risk being left behind,” *Ryan Seacrest* said in a voiceover during the presentation. “Bridging this gap between audiences and preferred devices is the Disney digital portfolio, delivering scale and attention.” Disney said that across its digital portfolio, it saw more than 154mln users each month, generating over 5.7bln video views. And Disney is ready to take advantage of that reach. Luminare, Disney’s advanced advertising suite, has partnered with **Samba TV** to create a cross-platform, end-to-end attribution solution spanning linear, digital and connected TV. The solution will enable measurement of specific KPIs, such as offline conversion, foot traffic, digital engagement, brand lift, tune in and reach and frequency. The company is also working to broaden Luminare’s addressable capabilities by partnering with Nielsen on addressable TV. Disney Ad Sales joined **Nielsen’s** addressable TV platform beta program, which inserts addressable TV ads into linear broadcasts. Disney execs also got the chance to weigh in on how the pandemic has affected their businesses, and what comes next once production can resume. “This

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has really become a moment for **ESPN** storytelling,” said *Connor Schell*, evp of content for ESPN, citing the net’s success with “The Last Dance.” “We’re trying to figure out how when sports resume, in many cases without fans in the stands, how we can bring the presentations to life in more interesting and intimate ways. We’re really trying to apply the lessons learned from the NFL Draft, where we brought fans into the homes of prospects and decision makers, and the lessons we’ve learned from covering the UFC over the last couple weeks,” said Schell. **FX** CEO *John Landgraf* said he has never been more excited about a development slate, calling out new series “The Teacher” starring *Kate Mara* and *Nick Robinson* and “American Horror Story” spinoff “American Horror Stories.” The presentation still had plenty of upfront glitz, complete with *Jimmy Kimmel’s* annual upfront roast. Kimmel took aim at **TikTok**, **Quibi**, and Disney itself, among plenty of others. “Let’s call it for what it is, we are a mess. We don’t know who our boss is. *Kevin Mayer* quit us to go work for Chinese identity thieves, even our executives are leaving us for a younger audience,” Kimmel joked. “Kevin went to TikTok, the app, not the Lyme disease podcast, because he didn’t get to be the Bob. Everyone wants to be the Bob. *Bob Iger*, as you know, stepped down as CEO in February, and *Bob Chapek* took over. Good timing, right? Bottom line: this company is run by a guy named Bob and we lost all of our money.”

TIS 2020: ACA Connects and **NCTC’s The Independent Show** has set Aug 25-27 as the dates for its virtual gathering. It had been set for July 26-29 in San Antonio, but an in-person event was nixed due to the pandemic. More info to come at the theindependentshow.org. In the meantime, there’s a [message](#) from “SNL” character *Debbie Downer* to tide you over.

Research: 80% of US TV households have at least one internet-connected TV device, such as smart TVs, streaming devices/set-tops and connected video game consoles, reports **Leichtman Research**. This is up from 74% last year and 57% in 2015. While 40% of adults in US TV homes watched TV via a connected device compared to 29% in 2018, Leichtman found just 18% of those 55+ watch via a connected device daily. The findings are based on a survey of about 2K TV households and are part of a new LRG study, “Connected and 4K TVs 2020.”

Reflecting on Race: AMC Networks is among the companies that have held town halls in recent days to discuss racial inequality. **NCTA** chmn/CEO **Michael Powell** spoke to AMCN employees Friday virtually, telling them that people look to leaders to lead, but this is a moment when we should look to leaders to learn. Also speaking during the town hall was “Fear the Walking Dead’s” *Colman Domingo*, who penned a thoughtful [guest column](#) this week for *Deadline*. “Do not compartmentalize the pain and call it their struggle. It is our struggle. There is no time for easy anymore,” he wrote. -- **Cox Enterprises** announced it has established a \$1mln fund to help organizations that support social justice and civil and human rights. “We plan to have open dialogue and engage with our employees through town halls and forums, and gather their feedback on where to donate. We want to empower them to go into their communities and forge new relationships, bring about positive change and provide support for those brave enough to make a difference,” the company said. -- **Nielsen** held a town hall Thursday, with CEO *David Kenny* blogging that the board is holding him and his team accountable for expanding representation at every level of the organization. “Because we measure everything, we have a unique perspective and can see the true richness that Black Americans bring to our culture and our economy. We now must speak out and be much more vocal advocates and allies to our brothers and sisters,” he wrote. Kenny also said the measurement company would redouble efforts to provide the press and the business community information on the economic power and the impact of the African American community in media, sports and culture.

Programming: MLB Network will televise every round of the 2020 MLB Draft on Wednesday and Thursday. It’s the 12th consecutive year the net has televised the event, but the first time it has televised every round. Things kick off at 7pm ET on Wednesday with the first round and Competitive Balance Round A. -- **HBO** renewed unscripted series “We’re Here” for a second season. It also slated the premiere of drama series “Perry Mason” for June 21 at 9pm. -- In an effort to provide resources about systemic racism in America, **Showtime** has made two documentaries, including “16 Shots,” available for free on YouTube and SHO.com. The films will also be available across multiple television and streaming providers’ devices, apps and free On Demand channels.

Cablefax Dashboard

Hero of the Week



Paul Kontonis, ViacomCBS: Kontonis, CMO for ViacomCBS-owned WhoSay, has been volunteering as the head of marketing for an organization called [#NYLOVESCOFFEE](#). The organization delivers thousands of cups of coffee to healthcare workers in New York City hospitals—all paid for by individual and corporate contributions. The initiative also helps small coffee businesses in the city, plus 10% of donations go to NYC Barista Relief. Kontonis has signed on as the group’s chief marketer, devoting his time to guiding marketing, social, communications and content. Get a sense of what he and the other volunteers are doing (and an appreciation of how much healthcare workers love coffee) with this [video](#) he produced about a delivery at Elmhurst Hospital in Queens.

Tweet Tweet

WarnerMedia @WarnerMedia

On Tuesday, we asked our team to take some time to find their path to confront racial injustice. Today, we gathered together for a conversation about racism, empathy, and our initial steps in taking action. To hold ourselves accountable, we want to share with you as well.

4:52 PM · Jun 4, 2020 · Twitter Web App

MCTV @MCTVOhio

MCTV employee vehicles lined the street for our Customer Care Center’s Manager, Brenda’s retirement drive-by parade. We at MCTV extend our heartfelt gratitude to Brenda for your 47 years of exemplary dedication to our team. MCTV will not be the same without you. Best wishes!

Research

- Americans received just under 3bln robocalls in May, a 3% increase from April.
- The average number of calls per day in April came to just over 95mln calls per day, or roughly 1104 calls per second.
- The calls are still 48% below the all-time monthly peak of 5.7bln calls in October 2019.
- Two types of illegal calls exceeded 100mln calls for the month: health-related scams and car warranty scams.
- The city with the most robocalls was Atlanta, GA (129.1mln).

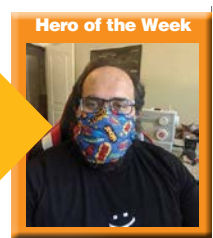
(Source: YouMail)

Quotable

“Conjectures about 5G’s effect on human health are long on panic and short on science. Paradoxically, such fears are likely to exacerbate suffering during the covid-19 crisis, because the dislocation caused by the coronavirus pandemic requires strong Internet connectivity to facilitate telework, remote learning, as well as staying in touch with friends and family. Investment in 5G is thus central to the United States’ recovery, and it’s important for Americans to know that wireless networks are safe... But if we delay 5G deployment based on irrational fears and unproven theories, it will only hurt the American people as we plot our path forward.” – **FCC general counsel Tom Johnson** in an *op-ed* for the *Washington Post*

We Want to Feature Your Heroes!

On Fridays, Cablefax will feature a local hero. We’re looking for stories of employees who are going above and beyond. Maybe they are volunteering in their community, sewing mask covers for hospitals, spearheading supply donations, etc.



Please send a photo and 150-200 words about the person to amaclean@cablefax.com

Contact Olivia Murray at omurray@accessintel.com to sponsor this feature section