

Cablefax Daily™

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What the Industry Reads First

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Online Only: CTAM Virtual Press Tour Gives Voice to Programmers

While TCA may have canceled its annual summer press tour back in May, CTAM kept a version alive with days of virtual programming. In normal times, CTAM hosts a slate of non-broadcast panels during the TCA tour. In these COVID times, the association organized a series of virtual panels taking place Aug 3-11, for TCA members and non-members alike. "Everything we do at CTAM is to support the industry," said Mary Shaw, CTAM's senior director of communications & strategic alliances, who organizes the CTAM portion of the TCA tour each year. She originally envisioned a couple half days of virtual programming, but it turned out the programmers needed more. Shaw realized early on that COVID-19 may last longer than most people thought, and began making calls in late March to networks inquiring about the programming slates. "At the time some networks were able to tell me and some weren't, so we just continued to have those conversations. I thought it would be on a scale of whatever we could provide and wherever they needed the support, we would do it," she said. CTAM lined up an impressive slate, notably with Netflix returning to the tour for the first time in two years. Other big names participating included AMC Networks, WarnerMedia, Lifetime and Peacock. But the tour wasn't just about large companies. "From emerging networks to established to new streaming platforms... it was a really strong schedule and I was really happy with what we had to offer the critics," said Shaw. New video game network VENN made an appearance, as did streamers like BritBox and linear nets like BYUtv and Court TV. The biggest challenges for Shaw came in trying to offer an experience similar to what critics and panelists would experience in-person. "I thought for a first attempt there's a lot of things you get onsite that you won't get virtually. Just even networking with executives, the one-on-one interviews, media junkets, junkets in general" Shaw said. "Some networks have roundtables for international press or other press. I didn't want to reach too far as a first attempt and to try and find solutions for all of those. I just looked at the bigger picture which is the main presentations." Those sessions included panels with showrunners, writers and talent, as well as execs from the nets. As for a winter TCA tour? That's still very much up in the air. "Let's say that TCA does host all the networks together or ask us to combine broadcast and PBS and cable and streaming, I still need to know what that looks like for the networks. So right now I'm just going back to square one and assess what their needs are," said Shaw.

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Final DNC Night: The fourth and final night of the Democratic National Convention went to **MSNBC** in total viewers, with the net averaging 6.146mln. CNN easily took second place with 5.565mln, followed by **ABC News** (2.972mln), **Fox News** (2.955mln), **NBC News** (2.154mln) and **CBS News** (1.985mln). CNN for the fourth consecutive night dominated for the 25-54 and 18-34 demos. CNN said **Nielsen** data show it had more viewers in battleground states (AZ, FL, GA, MI, NC, OH, PA, WI) than Fox News or MSNBC during the 10pm hour, averaging 3.41mln total viewers across nights 1-3 vs 3.35mln for Fox and 3.06mln for MSNBC.

Distribution: Evoca, an upcoming \$50/month subscription TV service in Boise, ID, powered by ATSC 3.0, has signed carriage deals with **BYUtv**, **Outdoor Channel**, **Sportsman Channel** and **World Fishing Network**. -- **Altitude TV** will stream games on **AT&T TV** and **AT&T TV Now**, *The Denver Post* reports, quoting an unnamed source. The Nuggets, Avalanche and Rapids RSN has been dark on **Comcast** and **DISH** for nearly a year. The **Kroenke**-owned channel had also been off AT&T-owned DirecTV, but the two reached a deal in late October.

'Mulan' Getting Wider Release: It was big news when **Disney** announced it was giving the highly-anticipated "Mulan" a Sept 4 streaming launch on **Disney+**, but now its going bigger by making the movie available on select platforms including **Roku**, **Apple** and **Google**. Notably absent from the list is **Amazon Prime Video**. In a tweet, **Lightshed Partners** analyst *Rich Greenfield* said the move means that Disney "is clearly sharing economics with partners." Disney+ users will be able to pay \$29.99 for Premier Access to Mulan on the platform's website or on those partner platforms. Once you have Premier Access, you can watch the film an unlimited number of times on any platform where Disney+ is available.

Doing Good: Charter's Spectrum Community Investment Loan Fund invested \$1mln in the **Wisconsin Women's Business Initiative Corp.** WWBIC will lend those funds to individuals starting or expanding a small business within Charter's Wisconsin service area. The Spectrum Community Investment Loan Fund focuses on making loans through community development financial institutions to small businesses whose goods and services help meet core needs in underserved communities within Charter's footprint.

Best for Vets: Comcast NBCUniversal was named the #1 employer on *Military Times'* "Best for Vets" list. It marks the fifth consecutive year the company was recognized on the list, but its first time in the top spot. Comcast NBCU initiatives for military-connected employees include access to an active duty health benefits plan, military spouse transfer assistance, 15 days paid time off annually to be used for military training in addition to normal PTO, and support from a dedicated military concierge service team. There are 144 employers on this year's list, including some familiar industry

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names. **Windstream** was ranked #10, **Amazon** #27, **Verizon** #36, **AT&T** #76 and **CenturyLink** #92.

On the Bookshelf: Media Institute Distinguished Fellow *Stuart Brotman's* latest book was published this week. His "Privacy's Perfect Storm: Digital Policy for Post-Pandemic Times" takes the perspective that the European Union's GDPR regulation, the California Consumer Privacy Act and the "new normal" as part of the COVID-19 pandemic have converged to create a perfect storm affecting privacy at a critical point in time.

People: *Theresa Helmer* was promoted to **Disney Channel's** senior leadership team as exec director, integrated content strategy and development. In this newly created role, she'll work to accelerate racial and cultural diversity and inclusion in creative content for a global audience of kids age 2-14. Helmer, most recently director of social media strategy in Disney Channel's marketing group, reports to Disney Channels Worldwide pres/chief creative officer *Gary Marsh*. -- *Zack Olin* was named to the newly created role of svp, live action for **Nickelodeon**. He was previously a live-action development consultant for Nick. -- **Insight TV** expanded its sales effort with the addition of two sales agents for Latin America. *Marco Ibarra* and *Edgar Spielmann*, co-founders of **2BE NAMED Strategic Partners**, will lead their team to drive linear and digital channel distribution efforts for Insight TV. *Raquel Yepes* will oversee content sales in the region.

Cablefax Dashboard

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The deal is official closed and "the keys" to the XFL have been handed over. I humbly accept and promise to put my callouses to hard work building our new brand. Congrats to my partners @DanyGarciaCo & #GerryCardinale and our sharp, hungry team. #XFLOwner #ForTheLoveOfFootball



Up Ahead

Sept 14-17: [NATPE Streaming Plus](#)

Sept 22: [Cablefax's FAXIES Awards Celebration, Also Honoring the Cablefax 100, Top Ops and Work Culture List](#)

Sept 29-Oct 1: [NCTC's Independent Show](#)

Oct 5: [WICT Leadership Conference](#)

Oct 6-9: [NAMIC's 34th Annual Conference](#)

Research

- Of those surveyed, 74% of moviegoers are ready to return to theaters within one month and 40% are ready to return to theaters immediately.
- Only 0.8% said they never plan to return to theaters, and 15% said they would wait until there is a vaccine for coronavirus.
- The most important safety measure to make moviegoers feel confident is having spaced seating in the theater auditorium, with 34% saying this was a key condition.

(Source: [Atom Tickets](#))

Quotable

"The current value chain of the media business is not working. It's broken. Content has a key role to play, but very different from what it used to be when we were more of a traditional [multichannel video programming distributor]... We are touching more consumers than any other brand daily. So, of course, we can partner with Disney... we can partner with Apple on exclusives on Apple Music, and still get the same sort of our offerings for customers but with a totally different model."

– *Verizon's Frank Boulben and Hans Vestberg in conversation with CNBC*

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