

Cablefax Daily™

Friday — September 11, 2020

What the Industry Reads First

Volume 31 / No. 176

Shop Talk: TV Commerce Ready to Take Home Shopping to New Heights

With the pandemic keeping more people at home and a growing number of traditional brick-and-mortar stores closing their doors, TV commerce has a golden opportunity. “COVID has forced this upon us—all the things I know that I personally didn’t do as far as shopping is concerned. I didn’t use DoorDash pre-COVID and now I use DoorDash all the time. Now, I have that comfort level with it,” *Josh Feldman*, **NBCUniversal** evp/head of marketing and advertising creative, said during a panel at TVOT Live’s virtual conference Thursday.

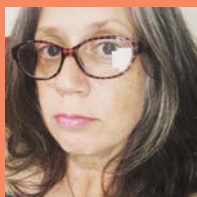
That same level of comfortability can now be applied with other new actions, such as talking into a TV remote to shop or using the camera on your phone to make a purchase, he said. Panelists agreed that mobile and voice are the next big frontiers for TV commerce, which they suggested renaming “screen commerce” since companies like **Snapchat** are rolling out things like the [Sally Hansen Nail Polish Lens](#) that lets user virtually select polish, see how it looks on their hands and buy it.

But that doesn’t mean there isn’t a spot for shopping via the big screen. NBCU has integrated mobile with the TV with its ShoppableTV, which has QR codes on screen that consumers can scan. “When we talk about television commerce, everyone is watching television with their device in their hand right now. It’s not exclusive from each other,” Feldman said. ShoppableTV rolled out last summer during the French Open, with viewers able to click and buy the Lacoste outfit *Novak Djokovic* was wearing during matches. Just last week, ShoppableTV spots featuring Wayfair appeared on “The Today Show.” “We’re seeing tens of thousands of people converting literally in a matter of minutes of it being up on screen,” Feldman said.

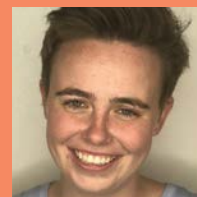
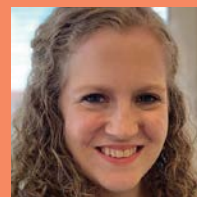
NBCU’s new **Peacock** streamer launched On Command ads last month, which lets X1 and Flex viewers use their voice remotes to request a coupon or other info. “It’s been a great collaboration working with the Peacock team. They really are going all in on innovation and rewriting the rules of what’s possible,” said *Zane Vella*, **Comcast**’s vp, product interactivity. He said one of the On Command ads live right now allows a viewer to use their voice remote to order Coors Light beer delivery. “It’s pretty nice to be kicked back on your couch and realize you can have cold beer delivered to my house right now,” Vella said.

Cablefax

Join Us for Virtual Happy Hours with the Editors



Special Guest this Week:
Cablefax Reviewer,
Seth Arenstein



We’ll chat about the news of the week, what we’re binge watching and anything else on your mind. (casual & off-the-record)

Our virtual happy (half) hour will start at 4pm ET on Fridays. [RSVP here](#)

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, Synopsis: Robbie Caploe, 917.974.0640, rcaploe@accessintel.com ● Senior Editor: Sara Winegardner, 301.354.1701, swinegardner@accessintel.com ● Associate Editor: Mollie Cahillane, 212.621.4951, mcahillane@accessintel.com ● VP, Sales: Mike Farina, 203.218.6480, mfarina@accessintel.com ● Sales Exec: Albert Nassour, 917.545.3129, anassour@accessintel.com ● Dir of Marketing: Kate Schaeffer, kschaeffer@accessintel.com ● Prod. Mgr: Joann Fato, jfato@accessintel.com ● Kerry Smith, Divisional President, Marketing & Media Group, ksmith@accessintel.com ● Group Subs/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

Home shopping pioneer **Qurate**, which owns shopping nets **HSN** and **QVC**, pioneered the Shop By Remote experience. New tech should take the application to the next level. “Voice will really be the big driver I think that will make that experience much more seamless and frictionless today,” said *David Apostolico*, Qurate’s svp, platform expansion and distribution. The pandemic has taught Qurate some new tricks. Authenticity has always been integral for the shopping experience, and being forced to shoot guests remotely from home has actually helped there. “It has become more personable, and the customer and viewer really connected with that,” Apostolico said. “It is going to be more efficient. It’s going to really accelerate the ability for brands and personalities to go direct to consumer.”

Cable Launches Program for Student Remote Learning: With many children returning to the classroom virtually this week, **NCTA** has joined with national nonprofit **EducationSuperHighway** to launch an initiative to help identify and connect students with discounted broadband. **Comcast, Charter, Cox, GCI, Mediacom, Midco, Sjoberg’s** and **Vyve Broadband** are among the first ISPs to sign on to the “K-12 Bridge to Broadband” program, but it’s open to all providers. It builds on recent school district partnerships in Chicago, Atlanta, Philadelphia, Las Vegas, Des Moines and several other cities and is a complement to the low-cost internet offers many ISPs have offered low-income households for several years. **FCC** chmn *Ajit Pai* welcomed the news, and reiterated his call for states and school districts to take advantage of the \$16bln in CARES Act funding that can be used to connect students for remote learning. Under its framework, NCTA member companies will create a sponsored service offering for school districts and other entities to purchase home access for unconnected families at a discounted rate; districts and ISPs will work together to confidentially exchange info to identify which students need service; and NCTA member companies will agree to a baseline set of eligibility standards, which at a minimum will include households with students receiving free and reduced lunch. Other commitments of the program include minimizing the amount of info needed to sign up families to maximize adoption and promises that ISPs wont use school-supplied info for targeted marketing of collateral services to families covered by the program.

AXS TV Chief Jumps into Retrans Fray: The CEO of **Anthem Sports & Entertainment**, which owns a majority stake in **AXS TV** and **HDNet Movies**, is the latest independent programmer to cry foul over retransmission consent. “These escalating broadcaster demands at each renewal have created an onerous multiplier effect, crowding out carriage by competing programmers, limiting programming diversity and choice for consumers,” Anthem’s *Leonard Asper* wrote in a letter to **FCC** chmn *Ajit Pai* this week. The CEO said he has long had concerns about retrans, but was prompted to reach out following the 43-day blackout of **Scripps** stations on **DISH** and the ongoing **Cox Media** blackout on DISH. “The decision to pull their signals raised fundamental questions about whether, in the middle of

NAMIC

34TH ANNUAL CONFERENCE

BUILDING A LEGACY

THE FUTURE IS NOW ▶

OCTOBER 6 - 9, 2020

REGISTER TODAY AT [CONFERENCE.NAMIC.COM](https://conference.namic.com)

a pandemic, these station owners are serving the public interest, as Congress and the FCC requires them to do, or strictly their own financial interests.” He urged the FCC to use its State of Competition in the Communications Marketplace docket to explore ways to reform the retrans regime to level the playing field.

Streaming Numbers Stay High: During the second-wave of stay-at-home orders, a report from **Tubi** found that Americans are continuing to stream content at high rates, particularly free AVODs. One in four Americans aged 18-34 said they canceled an SVOD service in favor of using an AVOD in the past few months. Additionally, 37% said they would try a new streaming service with ads in order to discover new content. Over half of respondents (52%) said they had streamed more than they would during a typical summer due to stay-at-home restrictions. Americans ages 25-34 streamed the most this summer, with the average respondent watching an additional four hours of content a day on top of what they were watching in March and April.

FCC Launches Diversity Initiative: In a joint effort from FCC commish *Geoffrey Starks* and chmn *Ajit Pai*, the FCC launched the Early Career Staff Diversity Initiative working to advance equitable opportunities for underrepresented undergrad, grad and law school students. The FCC previously only offered unpaid internships, which resulted in many students declining to pursue opportunities. Beginning in January, the agency will provide a “select number” of paid internships to students each semester and summer and will invest additional resources to recruit students from HBCUs, Hispanic-serving institutions, tribal colleges and institutions and other minority serving institutions. The FCC will also increase recruitment efforts with affinity groups such as chapters of the National Black Law Students Association and the Society of Hispanic Professional Engineers.

Crown Gets New People: *Annie Howell* is making her return to in-house communications, with **Crown Media Family Networks** naming her chief communications officer. It’s a bit of a homecoming, with Howell serving as evp, corporate communications and media relations for Crown from 2010-14. She previously founded **The Punch Point Group**. Before that, she served as the interim head of comms at **SundanceTV**, and also spent 11 years at **Discovery**. She’ll report directly to pres/CEO *Wonya Lucas*, who started at the company in August.

CES Update: **CTA** shifted the dates for the all virtual CES 2021. The show is moving from the first week of January to Jan 11-14. The group also announced that **Verizon** chmn/CEO *Hans Vestberg* will deliver the kickoff keynote, discussing 5G, and tech of the present and future to move the community forward in areas such as telemedicine and tele-education.

Ratings: **Fox News** was the most-watched net from Aug 31-Sept 6, averaging 3.54mln viewers in prime and 1.819mln in total day. In prime, **MSNBC** followed with 2.169mln viewers, then **TNT** with 1.787mln. **CNN** drew in 1.273mln. In total day, MSNBC saw 1.224mln and CNN 930K.

On the Circuit: **C-SPAN** is continuing its annual StudentCam documentary competition with the theme “Explore the issue you most want the president and new Congress to address in 2021.” All middle and high school students are invited to participate, which will award \$100K in cash prizes to 150 students and 53 teachers.

Honors and Awards: **ESPN’s** *Kevin Martinez* was honored with the Trailblazer Award from the **Association of Corporate Citizenship**. The vp of corporate citizenship was honored because his “leadership, strategy, and programs have demonstrated significant business and societal impact.”

Programming: It’s the end of the road for the original “The Walking Dead” series on **AMC**. The show will end with an expanded two-year 11th season spanning 24 episodes, in addition to the previously announced six extra 10 Season 10 episodes. The series will run through late 2022. But don’t worry zombie fans. The original will be followed by a greenlit spin-off focused on the characters Daryl and Carol, premiering in 2023. AMC is also developing a new “Tales of the Walking Dead” episodic anthology series. “Flip or Flop” is returning to **HGTV** for Season 9 with 15 new episodes on Oct 15 at 9pm. -- **Starz** greenlit the series spinoff of the film “Blindspotting.” *Daveed Diggs* will write and ep the half-hour dramedy, with *Rafael Casal* serving as the series showrunner. -- **ESPN** signed *Desmond Howard* in a new multiyear deal. The analyst is kicking off his 16th season of “College GameDay.” -- Season 2 of “Injustice with Nancy Grace” premieres Oct 8 at 9pm on **Oxygen**. -- “Impractical Jokers: Dinner Party” returns to **truTV** on Oct 15 at 10pm. -- **ViacomCBS** announced a unified podcast slate, launching new originals and renewing fan-favorites. New podcasts include content from “Spongebob,” “PAW Patrol,” “Avatar/Korra” and “Catfish.”

People: *Byron Allen’s* **Entertainment Studios Networks** promoted *Bruce Gibson* to vp, network distribution. He’ll add the responsibilities of increasing distribution and negotiating carriage and retrans agreements for all eight ESN nets, AVOD service **Local Now** and all 16 of the **Allen Media Group** broadcast network-affiliated TV stations.

PROGRAMMER'S PAGE


Crime in the Age of Internet

We've all seen videos of illegal acts accidentally caught on camera circling the internet, but what happens after the fact? That's what **Lion Television USA** and **ID** set out to discover in new series "Crimes Gone Viral," premiering Sept 16 at 9pm. Originally a digital series, the show saw enough success that ID picked up 20-half hour episodes for linear, ordered during the coronavirus pandemic. The show explores the stories behind viral crimes caught on surveillance cameras, home cameras and the like and features interviews and behind-the-scenes information of those transgressions. The digital series already featured interviews via Zoom, so it wasn't much of a challenge to adapt for linear. "It's clearly automatically COVID proof because these interviews were largely done through Zoom," said *Tony Tackaberry*, CEO of Lion Television USA. "All the video that's at the heart of these stories, the surveillance cams, security, cams, it has a sort of gritty, authentic, organic quality to the material anyway. And Zoom fits that." The biggest production challenges came in post, where teams couldn't be together and had to adapt to a remote working environment. "Even though we were shooting Zooms, making a season remotely during a pandemic has its challenges," said Tackaberry. "We needed to set up systems that still utilized our central hubs in our office but enabled editors from all over the place to tap into that, to allow the producers and the showrunner to get visuals on what was going on in a real-time basis. At its height, we probably had 12 or so edits running remotely." From footage of violent kidnappings to drunk passengers attempting to carjack Ubers, Crimes Gone Viral explores what happens behind the scenes. "You go into each story with a certain expectation and you think you have a sense of how this is going to end, and the thing that has amazed me is so many of the stories have a twist at the end or are a story about redemption and forgiveness," said Tackaberry. — *Mollie Cahillane*

Reviews: "What Happened on 9/11," 8pm, **HBO**. There are many excellent docs about 9/11, many too graphic and advanced for kids. This fabulous, short (30 minutes) film is targeted at those who weren't around or are too young to remember it. But it's not only for them. The film's loaded with interesting facts and figures—the towers had enough concrete in them to build a sidewalk from NYC to DC (227 miles). More important, it features children learning about the day from a pair of fabulous art teachers; their lesson about a tree that survived ground zero—it was reduced to a branch, today it's a huge Calery pear tree known as The Survivor Tree—is inspirational. What got us was listening to *Matthew Crawford* talk to young children at the 9/11 Tribute Museum about his growing up with "a superman," firefighter *Robert Crawford*. Filmmaker *Amy Schatz* chose to film much of Crawford's talk. We think you'll agree it was a strong choice. -- Notable: "Real Time with Bill Maher," 10pm, Friday, **HBO**. Indulge us for tapping two HBO presentations this week, but Maher, like him or not, deserves a tip of the cap for having lasted 18 seasons. This week his guests include *Ewan McGregor* and *Peter Strzok*, author of "Compromised: Counterintelligence and the Threat of Donald J. Trump." — *Seth Arenstein*

Basic Cable P2+ Prime Rankings* (08/31/20-09/06/20)		
Mon-Sun	MC US AA%	MC US AA (000)
FNC	1.113	3,428
MSNBC	0.687	2,116
ESPN	0.550	1,693
TNT	0.420	1,292
HGTV	0.409	1,258
CNN	0.405	1,248
TLC	0.399	1,228
HALL	0.298	919
TBSC	0.292	898
FOOD	0.251	774
INSP	0.243	749
ID	0.231	713
USA	0.226	697
DISC	0.216	665
HIST	0.212	653
TVLAND	0.195	599
NBCSN	0.183	565
BRAVO	0.180	556
HMM	0.176	541
LIFE	0.165	509
A&E	0.164	504
FX	0.159	490
ESPN2	0.158	487
WETV	0.155	478
FRFM	0.155	476
ADSM	0.152	467
NAN	0.147	452
SYFY	0.141	434
NICK	0.138	424
BET	0.136	418
GSN	0.130	399
NATGEO	0.123	380
APL	0.122	377
TRAVEL	0.112	345
MTV	0.106	325
OXY	0.105	323
AMC	0.103	319
COM	0.099	304
HLN	0.095	294
PARA	0.095	291
NKJR	0.093	287

*P2+ L+SD rankers are based on national Nielsen numbers, not coverage.



**AD SPACE
DEADLINE
September 14**

CONGRATULATE

the honorees who are boldly forging new paths to success!

Bonus Distribution Includes:
Diversity Week Virtual Event, October 5-9, 2020 | NAMIC membership
Mailing Print issues to Execs at their Homes

www.CablefaxDiversity.com

Contact: Mike Farina at mfarina@accessintel.com | Albert Nassour at anassour@accessintel.com