

# Cablefax Daily™

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What the Industry Reads First

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## On the Rebound: Spot Spending Returning, Shifting to OTT

It's been a challenging year for everyone, and the ad industry is no exception. After a rapid decline in spend, agencies and broadcasters are seeing rebounds in many spot spending categories. In a panel Friday during the virtual **NAB NY Show**, industry leaders said they're seeing strong growth in personal care, pharmaceutical, home services and home improvement categories. With people stuck at home due to COVID-19, new categories are materializing, including online sports betting, which *Missy Evenson*, vp sales, local media for **E.W. Scripps** described as "explosive."

"As emerging categories that once we may never have thought of pop up, it's about the ability to be nimble," she said. "It's never been easier to get business owners on the phone one-on-one in a business environment."

And while some categories are rebounding, the industry at large isn't out of the woods yet. "It's honestly still hard to predict because we don't know if we're done with COVID, or what's going to happen with the results of the election," said *Jennifer Hungerbuhler*, evp, managing director, local video and audio investment for **Amplifi USA**. "Both of those things could have an impact on the economy and stall the rebound that we're starting to see in spending."

Hungerbuhler believes spending will return, but it depends on the category and market. She noted that Amplifi has multiple clients that had historically been national advertisers that shifted to spot due to the way certain states are opening up.

*Kathy Doyle*, evp of local investment for **MagnaGlobal**, believes that in early 2021 the industry will see whatever its new normal is. "A lot depends on what happens with a vaccine on top of the economy and the election. We too are getting clients that have stepped away from local years ago that are coming back to it and liking what they see." In addition to some advertisers coming back to local, there's a significant shift to OTT as well.

Hungerbuhler pointed out that around \$70bln per year is spent on OTT platforms, and Amplifi spends upwards of 10% on each of its campaigns on OTT. "It seems like every year more and more of our clients' budgets are going to this," she said. "I see this as a constant growth opportunity. It allows us to capture the cord-nevers as well as the cordcutters, it has advanced targeting, it allows us to target beyond the traditional demo."

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Doyle noted that all learnings on the OTT side could also be applied to the linear side, benefiting everyone. “It’s changing every day, it’s a Wild Wild West still. People are figuring out scale and the importance of local, so we’re seeing other options.”

Evenson said that Scripps has more than doubled last year’s performance when it comes to selling OTT. “It’s extremely fast-growing and the great thing about it from the sales perspective is it’s video. They view it as television because it really is. And when you’re able to deliver well over 90% of your impressions on a connected TV, the viewer experiences the same.”

**Quibi to Shutter on December 1:** Quibi’s final day of service is coming in less than two months, the company announced late Thursday. “Quibi has made the difficult decision to wind down,” the platform said in a post within its help section. “We anticipate that the service will end streaming on or about December 1, 2020. We appreciate the support we have received from our customers and want to thank you for giving us an opportunity to entertain you.” At this time, it remains unclear if Quibi’s content will be available anywhere after the service’s last day of service. The platform recommended following #Quibi on Twitter for any news regarding content.

**Final Debate Numbers:** According to the early numbers, 55.2mln viewers tuned into the second and final showdown between *Donald Trump* and *Joe Biden* across **Fox News, CNN, MSNBC, ABC, CBS** and **NBC**. Fox News topped its competitors with 14.7mln total viewers, ABC came in second with 10.8mln and NBC followed with 10.2mln. It looks like CNN has beat out MSNBC, claiming 7.2mln viewers compared to MSNBC’s 6.7mln.

**Ligado Raises Billions for 5G:** Ligado Networks has successfully raised nearly \$4bln in new capital as it pursues its plans to deploy a low-power terrestrial nationwide network in the L-band to support 5G and IoT services. Ligado secured \$3.85bln from existing and new investors in support of its technology plans to expand the roster of vendors supporting the L-band ecosystem. Ligado will also use the funding to advance development of a private network solution for enterprise and industrial sectors.

**FCC Awards 2.5GHz Licenses to Tribes:** The **FCC** formally granted 154 applications submitted through its 2.5GHz Rural Tribal Priority Window. Those applicants will be able to use the 2.5GHz band to provide broadband and other advanced wireless services, including 5G, to rural Tribal communities. “Having visited many of these communities and met with Tribal leaders, I have seen first-hand the connectivity difficulties facing Native Nations,”

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FCC chmn *Ajit Pai* said in a statement. "I am exceedingly pleased that—less than a year after we announced the timeline for the Rural Tribal Priority Window—we are now distributing 2.5GHz band licenses to help Tribal communities bridge the digital divide." The Commission received over 400 applications during the priority window, and FCC staff continue to review and process those submissions.

**Doing Good: AMC Networks** teamed up with Adopt-a-Pet.com, North America's largest non-profit pet adoption website, for AMC's annual horror marathon "FearFest." All month long, AMC, AMC+ and Shudder are encouraging viewers to support the website's mission to end the overpopulation of companion animals in shelters and help pets find homes. The spots will especially raise awareness for black cat and black dog adoptions, as they're most often left behind in shelters.

**Programming: AMC Studios** entered into exclusive, multi-year overall deals with *Peter Ocko* ("Lodge 49") and *J David Shanks* ("61st Street") to develop and produce new series for AMC Networks' Entertainment Group as well as other content companies. The deals expand AMC Networks' previous partnerships with Ocko and Shanks. -- **beIN SPORTS** will exclusively air LaLiga's El Clásico in North America on Saturday at 10am when FC Barcelona takes on Real Madrid.

## Cablefax Dashboard

### Tweet Tweet

 Anyone sensing an Regional Sports Network (RSN) trend?

DISH dropped Sinclair's RSNs  
FuboTV dropped Sinclair's RSNs  
YouTubeTV dropped Sinclair's RSNs  
Hulu Live TV dropped Sinclair's RSNs

who is next to drop? [\\$SBGI](#)

 I watched a couple shows on Quibi and i liked them. Obviously its an app that seems tailor-made for commuters launching right as a pandemic reduced commuting. I don't get why some folks seem happy it failed. Thank you for coming to my TED talk.

### Research

- Television is still dominant in reaching vast audiences. TV reached 84% of all respondents, surpassing radio (58%), social media (55%) and video streaming platforms with ads (24%).
- Among those currently employed, 58% have returned to their places of work while 42% are still working from home.
- Respondents felt that broadcast TV news gives them the best information and updates on the COVID-19 pandemic (50%) followed by cable TV news (25%) and social media (13%).  
*(Source: TVB Coronavirus Media Usage Study Update)*

### Up Ahead

- Oct 19-29: NAB New York**
- Oct 27: FCC October Open Commission Meeting**
- Nov 10-17: C2HR Virtual Conference**
- Nov 12: CableLabs Mobile Summit - Convergence**
- Dec 4: 2020 Cable TV Pioneers Induction Ceremony**

### Quotable

"In today's tech-driven world, people without high-speed internet connections are left essentially voiceless. They don't have the digital tools or literacy needed to hear the diversity of voices expressing opinions or to express themselves in today's modern world. Contending with life in America without benefit of the Internet is guaranteed marginalization. You not only lack a voice, but you also lack access to education, employment and social services that most people take for granted."  
— **Comcast's David L Cohen** in a blog post for *The Media Institute*

# Corporate Licenses

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