

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Representation Matters: Fewer Women, People of Color on TV

If you think you're seeing fewer women on TV than in the real world, you're right. If you also think you're seeing fewer people of color on TV than out in the world, you're also correct. **Nielsen** released its first-ever report of the television media landscape's progress and gaps in on-screen inclusion. The report reviews a variety of underrepresented groups in TV, including women, people of color and LGBTQ+ folks.

The company looked at the 300 most-viewed programs in 2019 across streaming, cable and broadcast nets, (excluding animated shows). While 92% of all the programs measured had some measure of diversity in its recurring cast, the data found that presence is not the same as representation. For example, women make up 52% of our population, but they only have a 38% share of screen time. And it got worse diving further into the demographics. Women 50 years or older are 60% less likely to see themselves in programming than the general population, and make up 20% of all TV viewers, but only have a share of screen of less than 8%. People of color represent just under 40% of the population, but only 27% of time on screen.

So why does this matter? People spend nearly six hours per day with TV programming from all three platforms, and representation can have an impact on where those eyeballs go.

Nearly a third of cable content does not have parity representation of BIPOC, women or LGBTQ+ people. SVOD services, on the other hand, fared far better, particularly when it came

to representing Blacks, Hispanics and Asians. The report said it's "helping us understand why more diverse audiences are subscribing to streaming services than the general population." Nielsen also pointed out that in 2019, Black and Hispanic TV households had among the highest cord-cutting audiences in the US.

Nielsen found the share of screen for white men is 88.7% on cable, 66.9% on broadcast and 64.9% on SVOD, whereas Black folks see a share of screen of 7.5% on cable, 24.7% on broadcast and 18.9% on SVOD.

"As a society, we need to do a better job of representing diversity in all its many forms, and that includes ensuring people of color are represented both in front of and behind the camera," said A. Shuanise Washington, pres/CEO of **NAMIC**. "While we still have a long way to go, I'm beginning to see a shift in the right direction, which is exciting. For its part, NAMIC will continue to advocate for diversity, equity, and inclusion in the cable and communications industry, and we won't stop until the day comes where an organization like NAMIC is no longer needed."

The group that's represented above parity? LGBTQ+. The report found that every one of the four top performing programs has strong representation of LGBTQ+ cast members (7%) relative to the 4.5% share of population.

And that drives home Nielsen's note that more diverse audiences are subscribing to SVOD services. "Happiest Season," a romcom about a lesbian couple traveling home for Christmas,

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Home Sports Trailers Pets Drama Comedy Religious LGBTQ+ Focused Horror/Suspense Lifestyle Instructional Competition

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shattered records on its debut on **Hulu** last week. The film earned the No 1 spot as the most-watched movie across all acquired and Hulu Original films during its opening weekend. If that wasn't enough, the movie attracted more new subs than other previous feature title.

"What we watch shapes what we think of ourselves and how we perceive others. As a media industry, we have definitely made progress in creating diverse content, but we can do better. Start by looking in-house—who is in the room and making decisions? Hiring is important, but inclusion in the room and on-screen brings real results," *Sandra Sims-Williams, Nielsen's* svp of diversity & inclusion, told **CFX**.

REAX TO WARNER BROS' SVOD FILM DEAL

AT&T certainly rattled some cages yesterday with the decision to release all 17 of its 2021 Warner Bros films simultaneously on **HBO Max** and in theaters. **AMC Theatres** said it had immediately restarted conversations with Warner Bros to strike a more favorable deal for the theater business. Speaking on *Washington Post* Live Friday, AT&T CEO *John Stankey* said he believes that there's still a place for theaters, but that Warner Bros needed to make a decision based on shifts in consumer behavior. "I think this is an appropriate decision for the moment we're in," Stankey said. "If businesses aren't adjusting their business models right now, they're threatening their longevity." **MoffettNathanson** said in a note Friday that it was hard to find any winners out of the players involved in the Warner Bros decision. "The most obvious takeaway from yesterday's news is that AT&T is, come hell or high water, going to drive traffic to HBO Max," **MoffettNathanson** said. "This move will undoubtedly accelerate that attach rate, and it will drive

new retail subscribers to a product that until now has simply not been all that differentiated from the HBO that has floated at a penetration rate of one-third of US Pay TV homes for many, many years. But at what cost?"

CELEBRATING CABLEFAX'S MOST POWERFUL WOMEN

It's the most powerful time of the year! The moment the **Cablefax Most Powerful Women** issue is revealed. You can read the digital issue as well as find shareable profiles at cablefaxwomen.com. Hundreds turned out for our virtual celebration this afternoon, which included a photo montage of our honorees outside the office and a trivia game about these power players. The event included remarks from some of the industry's finest, including Cablefax Mentor of the Year *Dale Hopkins*. "The more you help others, I truly believe, the better leader you become. It feels better than any other business success that I may have ever had," said the **INDEMAND** pres and CEO. *Oprah Winfrey* offered up remarks recognizing the **OWN** Your Vote initiative winning CFX's public affairs campaign honor and president *Tina Perry* being named a WaveMaker, a special honor for women who've had a major impact in the past 12 months. Winfrey said the influential women being honored "can effect real change in both their internal organizations and the general public, through content choices and community programs—especially in this 'exceptional year.'" Perry and the other WaveMakers—**NBCU's** *Kerry Brockhage*, **Lifetime's** *Brie Miranda Bryant*, **Tubi's** *Andrea Clarke-Hall*, **MTV Entertainment's** *Lily Neumeyer*, **Nat Geo's** *Michelle Upton* and **Food Network** pres *Courtney White*—are featured in a roundtable discussion in the magazine, with an excerpt of the Zoom call airing during Friday's event. The event also featured remarks from **Cable One** CEO *Julie Laulis*, **Crown Media Family Networks**

We are so proud of our industry and the many ways companies are responding to the pandemic. Free internet, fresh content, employee safety and much more.

The Cablefax Editorial Team is reporting on vital industry updates every day. We want to hear from you so please reach out to share your news and stories.

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The Collapse of Theatrical Windows?: With theaters shuttering, will day-and-date releases become **sal Pictures** is the first out of the gate, announcing "Trolls World Tour" will be available April 10 for a rental. Other in-release movie titles are set to be available as soon as this Friday. The movies will be **Comcast, Sky** and a "broad range of on-demand partners." Titles to be made available include "The Man" and "Emma" with a suggested retail price of \$19.99 in the US. **Tuesday — March 17, 2020** *What the Industry Reads First* **Volume 31 / No. 050**

For Now: Providers Set Aside Disputes During Coronavirus Outbreak
As they face the common enemy that is the coronavirus pandemic, **Cox Media Group** and **DISH** have set aside their retrans dispute for now so that **DISH** can resume its carriage of 10 CMG stations in New York, Oregon, Washington, Arizona, Louisiana, California, Mississippi and Idaho. No word on how long the dispute will last.

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Friday — March 13, 2020 *What the Industry Reads First* **Volume 31 / No. 050**

New Normal: Companies Roll Out Contingency Plans in Face of Covid-19
With a growing number of students and employees working from home, it's mission critical for the nation's broadband providers during the Covid-19 pandemic. Operators big and small are up-ending their day-to-day operations to ensure

Wednesday — March 18, 2020 *What the Industry Reads First*

Covering Covid-19: Content Companies Step Up Efforts
Programmers are shuffling schedules to respond to the coronavirus crisis. **The Weather Channel** time during each hour of live programming at 50 minutes past the hour to share educational content. **Pledge** due to school closure. Topics include why thunder happens, how rainbows form. scheduled for Friday at 2pm.

From the Commission: Another 116 broadband and telephone service providers have taken **Pa's** Keep Americans Connected Pledge, agreeing to take specific steps to keep Americans 60 days. Some notable names taking the pledge include **Hotwire Communications, Mid**

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chief *Wonya Lucas*, Women's Advancement Champion and **CMT's** svp of music strategy and talent *Leslie Fram*, and **A+E Networks'** Spark Mentors. And we can't forget our Rising Tide honorees—phenomenal women under 30 w (check out the magazine for their profiles). The event wrapped with trivia featuring accomplishments of Cablefax's Most Powerful Women (congrats to **NCTI** pres/CEO *Stacey Slaughter* for taking home the grand prize: a crocheted RBG doll made by Cablefax's very own *Amy Maclean!*) And while we may miss being in person, here's to hoping 2021 will see us reunited again. Want to relive Friday's event? Watch the replay [here](#).

MLGC PROMISES 5 GIGS
North Dakota-based operator **MLGC** is bringing 5-gigabit residential internet to customers in six of the communities it serves: Kindred, Davenport, Amber Plains/Round Hill, Enderlin, Finley and Cooperstown.

PEOPLE
Cox Communications upped *Joiava Philpott* to svp, law and policy/general counsel. Philpott has served as Cox's vp, regulatory affairs for the past eight years. Prior to joining the company, she held positions as general counsel at **Astro Turf, LLC** and corporate vp, government affairs at **Charter**. – **Synamedia** appointed *Jean-Francois Pigeon* as gm/svp, EMEA. Pigeon has spent more than two decades at **Nokia/Alcatel-Lucent**, most recently as vp/gm for a global account in the Middle East and Africa.

EDITOR'S NOTE
Don't forget that the next deadline to enter the CFX Program Awards is tonight! Head to cablefaxprogramawards.com to submit your entries. – Catch the induction of the 54th annual Cable TV Pioneers Gala on **C-SPAN 3** and C-SPAN.org tonight at 9pm ET.

CABLEFAX DASHBOARD

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Up Ahead

- DEC 10:** WALT DISNEY COMPANY INVESTOR DAY
- DEC 11:** FINAL DEADLINE FOR CABLEFAX PROGRAM AWARDS
- DEC 14-16:** 2020 VIRTUAL FIBER CONNECT
- JAN 11-14:** VIRTUAL CES 2021
- JAN 25-28:** REALSCREEN SUMMIT 2021

Research

- > On average, workers increased their total TV time (live, time-shifted, internet-connected device, game console) by 21% between 9am-4pm in Oct 2020.
- > During a typical work week (9am-4pm, M-F), professionals are engaging with TV two hours and 10 minutes more than last year.
- > The uptick in daytime consumption has not negatively affected evening viewing. These same viewers increased their usage between 5-8pm.
(Source: [Nielsen Daytime Video Usage Insights](#))

Quotable

"People are going to go to the movie theaters for many, many years, probably many decades. I truly believe that. Kids want to get away from their parents, parents want to get away from their kids. There is still going to be a movie business. It's just going to be more of an event business... I think you have to reframe how you think about the movie business. We talk about Amazon entering the video business not because they make money on video. They make money because of the totality of what it means to Amazon... HBO Max is not on the largest platform for streaming TV, Roku. I have to believe this type of a bold move by Jason Kilar breaks that log jam and helps them get a deal done with Roku in short order."
– **Lightshed Partners' Rich Greenfield on CNBC** talking Warner Bros releasing 2021 films on HBO Max

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