

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

Tis the Season: Streamers Get in the Holiday Spirit with Discounts

With supply chain issues expected to make some hot holiday gifts hard to come by, this could be streaming's year to shine. There certainly is no shortage of SVOD and vMVPD options, and several services are launching promos in the hopes of being a part of the busiest shopping time of the year.

Sling TV kicks off Black Friday (Nov. 26) by giving customers who buy one month of service another month free. The promotion, available to all new Sling subs, runs through Nov. 29 (Cyber Monday). Sling has competition from **Philo**. New subs (and those who have never trialed the vMVPD) can get Philo for \$5 by entering the code BCFM, thus receiving \$20 off their first month. The promo begins at 12:01am PT Nov. 25 and runs through 11:59pm PT Dec. 1.

There's no official word from **Hulu**, but historically it has offered its lowest priced option of the year from Black Friday to Cyber Monday. The past two years, the streamer has offered its ad-supported plan for \$1.99/month. Given that the plan just rose from \$5.99/month to \$6.99, we're curious to see if the \$1.99 offer holds.

Fox News' SVOD **FOX Nation** is offering 35% off a one-year subscription with the code "Celebration." The service is really getting into the holiday spirit, offering two never-before-seen Christmas movies as well as the addition of festive content to its library. It kicks off with film "Christmas in the Wilds" on Thanksgiving Day, which is about a new couple taking on the

wilderness in hopes of spending their first Christmas together.

Even traditional broadband players are getting into the holiday shopping spirit. **Wave Broadband** announced a series of promos tied to Black Friday and Cyber Monday. Consumers in Washington State can get a \$100 gift card, free installation and a free TiVo 4K Stream for 12 months on any 250Mbps of Gig speed internet offer. The deal also includes 12 months of **Showtime** and **Starz**. In Wave's Oregon, Sacramento and Bay Area service areas, new customers will receive a \$150 Visa gift card plus \$10 off Gig internet speeds and one month free of service.

Verizon Fios has several discounts available, including an offer for a free Google Nest Hub Max or a \$200 gift card for switching to a Gigabit connection. **Comcast** has various deals in place as well, including up to \$390 off on Samsung, Apple, Google and Motorola phones for Xfinity Mobile customers.

Despite concerns over inflation and supply shortages, Americans are expected to do plenty of shopping. Holiday retail sales in the U.S. are expected to reach about \$843.4 billion, up from \$777.3 billion last year, according to **Statista**.

FCC WARNS OF EBB FRAUD

The **FCC's Office of Inspector General** alerted Emergency Broadband Benefit providers Monday to improper program enrollments being made in connection with the **USDA** National School Lunch Program's Community Eligibility Provision. School districts that are a part of that program are able to provide breakfast and lunch at no charge to all students.

CFX Cablefax PROGRAM AWARDS

RECOGNIZING OUTSTANDING NICHE CONTENT ON EVERY PLATFORM

Cablefax's Program Awards is continuing its long tradition of honoring the best programming in a particular content niche, regardless of where the content originated or how consumers watch it.

Enter Today at www.CablefaxProgramAwards.com

QUESTIONS: Mary-Lou French at mfrench@accessintel.com

First Deadline: Dec. 3
Final Deadline: Dec. 10 (late fees apply)

A word cloud of content categories for Cablefax Program Awards. The most prominent words are 'Shorts', 'Animals/Nature', 'Food', 'Trailers', 'Remote Production', 'News', 'PSA', and 'Documentary'. Other visible categories include African American, Family-Friendly, Home, Sports, Instructional, Music/Musical, Live Event Coverage, Food Competition, Drama, Pets, LGBTQ+, Religious, Game Show, Children's, Local, Travel, Educational, Reality, and Limited Series.

Countdown to Christmas

YOUR PLACE FOR

LOVE



All New Holiday Movies
Every Fri, Sat & Sun 8/7c

Contact your Hallmark representative for partnership opportunities.



#CountdownToChristmas

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According to the OIG, providers' sales agents are enrolling households in the EBB by falsely claiming the household includes a child who attends a CEP school. "Most tellingly, EBB enrollment data clearly show a number of CEP schools are grossly overrepresented in EBB household enrollments when compared to the actual student enrollment at those schools," the advisory said. For example, one Florida CEP school investigated by the OIG has only 200 students, but 1,884 EBB household enrollments are tied to it. Similar but less egregious examples were also found in Alaska, Arizona, California, Colorado and New York.

NIelsen SHIFTING NATIONAL MEASUREMENT

Nielsen's push to revolutionize and futureproof its audience measurement continues. The company announced Monday that it is shifting its national television measurement process and will be basing audience measurements on individual ads rather than commercial minutes. Nielsen has also expanded its relationship with **Extreme Reach** to make the process of encoding the vast majority of national linear TV commercials with the measurement company's watermarks more efficient. That solution will launch in the first half of 2022. Nielsen's television measurement will also leverage **Gracenote** Content Signatures, which should allow for granular crediting in instances where there is no watermark present.

FLAY STICKING WITH FOOD NETWORK

Bobby Flay signed a new three-year exclusive deal with **Food Network** for the development of new content for both the linear network and on other properties in the **Discovery** portfolio. Additional episodes of culinary competition series "Beat Bobby Flay" are in the pipeline, and new series "Bobby and Sophie on the Coast (wt)" with the chef's daughter is set to premiere in 2022. Flay has been a part of the Food Network family for more than 15 years, making his first appearance on the network in 1994. The deal comes after reports that the star was contemplating walking away from the network after disagreements on financial terms of the deal.

FACEBOOK UNDER FIRE FOR TARGETED ADS

Sen **Ed Markey** (D-MA) and Reps **Lori Trahan** (D-MA) and **Kathy Castor** (D-FL) wrote to **Facebook** demanding answers to new research that suggests the platform still facilitates targeted ads to teens based on those users' browsing history and preferences. Facebook said in July that it would limit the criteria by which advertisers could target teens on its platforms to three categories: age, location and gender. And while new research cited by the lawmakers does show that Facebook limited advertisers' ability to reach those users, the social media company continues to collect considerable data about teens' online activity. That includes browsing history, search terms and purchased products. The Democrats requested responses to a number of questions by Dec 13, including if the company will commit to releasing its algorithmic process for ad targeting to be studied by independent researchers.

VEVUS GOING BIGGER IN TEXAS

Vexus Fiber announced plans to build out its fiber network in Nacogdoches, Texas, and the surrounding areas. The expansion, to be privately funded by Vexus, will bring the provider's network to more than 15,000 additional residences and businesses. Construction will begin in the spring with some neighborhoods and businesses receiving service by the end of 2022.

DOING GOOD

BET is doling out \$100,000 in microgrants to 10 Harlem businesses and non-profits to continue their recovery from COVID-19 and to honor the entrepreneurial spirit of Soul Train's path-breaking innovator and creator, *Don Cornelius*. The programmer also is partnering with United Way to help feed the Harlem community at two local community-based organizations. All of this is in the lead up to the 2021 "Soul Train Awards" taking place at the World Famous Apollo in Harlem, Nov. 28, 8pm on BET and **BET Her**.

CARRIAGE

Crown Media Family Networks and **Philo** struck a multi-year carriage renewal. Philo subscribers will continue to have access to **Hallmark Channel, Hallmark Movies & Mysteries** and **Hallmark Drama**.

AT THE COMMISSION

The **FCC** will host a virtual forum on video programming accessibility on Dec 2 from 1-3:45pm ET. The Video Programming Accessibility Forum - Online Closed Captioning will explore the state of closed captioning on online video programming and discuss ways to enhance accessibility overall. The forum will include two panels with speakers from **Netflix, NBCU, Google, Amazon, NCTA, NAB** and more.

RATINGS

The 22nd annual Latin Grammy Awards was a hit for **Univision**, reaching 5.9 million total viewers P2+. It averaged 2.3 million total viewers and 1 million A18-49 during its 8-11pm timeslot Thursday, marking an 11% increase in both demos YOY.

PEOPLE

Scott Mills has been upped to CEO of **BET**. He was named President of the network nearly four years ago, launching **BET+** and BET Studios during his tenure, among other projects. Mills has been a part of the BET family since 1997, starting in business development before leading BET Interactive and rising to COO. – **AMC Networks** has promoted **Christina Spade**, granting her COO responsibilities in addition to her current role as CFO. She'll have operational oversight of the company's key businesses while also leading financial operations, investor relations and technology for AMCN's streaming services and brands. She'll continue to report to interim CEO Matt Blank. Spade joined the company in January after having held CFO roles at **ViacomCBS** and **Showtime**.

EDITOR'S NOTE

Cablefax Daily is taking a break for Thanksgiving and will return with new issues on Monday, Nov. 29. We are thankful for so much this year, including our readers. Happy Thanksgiving!