

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Family Matters: Children, Platform Holders Influencing Streaming's Future

Questions about the health of the streaming ecosystem have only multiplied in the days since the completion of the **WarnerMedia-Discovery** merger. Two things, however, are clear: children and families are consuming more content than ever before and content aggregators are ready to get a piece of the pie.

"We're still in this COVID aftermath where I think the TV subscription market has been perfectly positioned to fill gaps that have been left by other media or by other activities, so it'll be interesting to see how it pans out," **Insights Family** Founder/CEO *Nick Richardson* said during a panel at **NATPE's** Evolution & Transformation of Television virtual event Tuesday. "But one thing is for sure: children have a far greater influence going forward as the family dynamic has changed, and parents are under more pressure to keep the whole household entertained."

That younger demographic is ready to consume, but its members are fairly agnostic as to where they spend their time. They're not actively choosing between a streaming service, a gaming platform or a linear TV channel. They just want to be entertained.

"This year is the first year that... those between 13 and 24 actually spent as much time on video games as they do watching premium TV shows and as much time watching what we call non-premium video, so things that you would find on

YouTube from creators or other user-generated things that aren't professionally produced TV shows," **Hub Entertainment Research** Founder/Principal *Jonathan Giegengack* said. "Even though folks our age wouldn't necessarily call that television, for kids, it's irrelevant. It all comes through the same broadband pipe, they watch it on the same screens and it fills up their disposable time just like anything else."

That ambivalence has benefited platforms like **Roku** and smart TV makers that serve as content aggregators. Often serving as a middleman of sorts between streaming services and viewers, those platforms are throwing their hat into the content ring. Roku has been gathering programming for a while, notably buying **Quibi's** library of content after the short-lived streamer shut down, and **VIZIO** is also exploring how it can differentiate itself from other smart TV makers.

"We're trying to draw in eyeballs in that 70% of the time when you're not sitting down and absolutely focused on a Sunday night to watch big premium content," **VIZIO** Director, Content Acquisitions *Greg Bernard* said at an earlier panel. "These platforms are all going to lean in and try to find ways to differentiate and draw in engagement, and by Roku doing what they're doing, they're trying to create that association with the platform and actually generate brand equity for the first time."

While they're hoping to win goodwill among customers that have reached their limit in terms of how many streaming services they're willing to shell out money for, these platform holders are also trying to safeguard themselves from one of

## Mark Your Calendars!

### Cablefax 2022 Award Submission Deadlines

#### The Diversity List Nominations

Deadline: June 3  
Final Deadline: June 10

#### Most Powerful Women Nominations

Deadline: August 12  
Final Deadline: August 19

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the major threats facing AVOD services and FAST channels. Many ad-supported standalone services rely on popular library content that's beloved by a wide range of audiences. He warned everyone to never lose sight of the possibility that companies like Warner Bros. or Disney could begin holding back more of their content for **HBO Max** or **Disney+**.

"As of right now, they are licensing that content out to other platforms like **Tubi** and **Pluto TV**, so that is a positive. At any point, that could be pulled back and that's part of why Roku and other platforms are looking to obtain rights or ownership of content to keep that content fresh and keep people coming back," Bernard said.

#### INDUSTRY: FCC SHOULD LEAVE LEGACY EAS BEHIND

Industry stakeholders are pushing the **FCC** to move away from the legacy Emergency Alert System if the agency wants to improve the overall functionality and accessibility of on-screen alerts. Their comments came in response to a Notice of Inquiry seeking input on a redesign or modification of legacy EAS architecture to enhance the visual display of alerts to make the system more accessible. In comments filed Monday, **NCTA** encouraged the Commission to promote IP-based platforms and solutions by expanding the capabilities of the Integrated Public Alert and Warning System (IPAWS) rather than pursuing an EAS redesign. IP-based systems like it offer much of what the agency is looking for in improvements to emergency alerts, including improved audio quality as well as more detailed and consistent visual text. IPAWS is currently unable to support live streaming audio, but that's not to say it couldn't ever do so. "NCTA respectfully submits that the most important action that

the Commission can take toward long-term EAS improvements would be to work with **FEMA**, standards organizations, and other stakeholders toward enabling live streaming audio via IPAWS—an improvement that would allow the more modern, IP-based platform to serve as the primary source of Presidential alerts and nationwide tests," the association said. "Similarly, the Commission should work constructively with FEMA and the **National Weather Service** to resolve the technical issues that currently prevent weather emergency messages from being delivered via IPAWS." **ACA Connects** also chimed in, asking the FCC to promote wider use of the Common Alerting Protocol format for alert distribution while also preserving the legacy EAS as a backup. "EAS Participants—including small cable operators—were required to implement CAP-compatible EAS equipment nearly a decade ago, at considerable expense," it said in its comments. "Accordingly, we urge the Commission to consider ways of better leveraging the investments that have already been made in CAP-compatible alerting technologies rather than pursue a costly, complex, and potentially disruptive 'redesign' of the legacy EAS."

#### FIFA KICKS OFF STREAMING APP

FIFA launched a free streaming service **FIFA+**. The digital platform has access to live matches, interactive games, news, tournament information and video content about men's and women's soccer. FIFA+ will stream the equivalent of 40,000 matches per year by the end of 2022 and provide every FIFA World Cup and Women's World Cup match recorded on camera in its FIFA+ archive. Additionally, FIFA+ Originals feature documentaries, docuseries, talk shows and shorts, including "Ronaldinho: The

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Happiest Man in the World,” “Golden Boot” and “Academies.”

#### INVIDI TECHNOLOGIES ROLLS OUT CONEXUS

**Invidi Technologies** revealed its platform that allows programmers to carry out national, addressable campaigns across multiple distributors. Called **Conexus**, the platform contains a consolidated campaign management layer that allows programmers to enter a campaign using the interface or their existing order management system. The centralized platform also has information regarding inventory, audience, scheduling, asset and impression details and permission-based access to cross-distributor monitoring. Invidi is partnered with **DirectTV** and **DISH**, among others.

#### WELCOME.US, CEOS COMMIT TO REFUGEE SUPPORT

**Welcome.US** and 35 CEOs are starting the Welcome.US CEO Council, an effort to increase private sector support of those seeking refuge. It comes as 100,000 Ukrainians are expected to come to the U.S. Co-chaired by **Accenture** Chair and CEO *Julie Sweet* and **Google** and **Alphabet** CEO *Sundar Pichai*, the Council has pledged over \$75 million in financial and in-kind donations and seeks to establish training and mentorship programs for newcomers to find jobs. Members of the Council include **Comcast**'s *Brian Roberts*, **TelevisaUnivision**'s *Wade Davis*, **Apple**'s *Tim Cook* and **T-Mobile**'s *Mike Sievert*.

#### EFFECTV NOW USING COMSCORE SOLUTION

**Effectv**, the advertising sales division of **Comcast**, is using **Comscore**'s local TV measurement solution as a new form of currency. Effectv will use Comscore's audience impression-based measurement product with local ad clients. This expands from Comcast and Comscore's partnership in 2020 to integrate de-identified viewing data into local and national measurement services.

#### RATINGS

The 2022 **CMT** Music Awards reached 5.16 million viewers—up 521% from last year. This number includes both linear ratings on **CBS** and live streams via TV sets from **Paramount+** and other CBS platforms. Paramount expects out-of-home viewing to increase the live plus same-day amount to 5.5 million. CMT will air “CMT Music Awards Extended Cut” on Friday at 8pm, which features 30 additional minutes of performances and bonus content. – **YES Network**'s coverage of the Yankees and Brooklyn Nets on Friday saw it rank as the No. 1 television network in the New York DMA from 9am-11pm. The Yankees' win over the Boston Red Sox garnered 401,000 total viewers, peaking at 551,000 from 4:45pm-5pm. On the YES app, the game received 103,231 unique viewers. For Friday night's Cleveland Cavaliers-Nets game, YES had an average of 136,000 total viewers. – “Fixer to Fabulous: Welcome Inn” on **HGTV** averaged a .72 live plus three-day rating among P25-54 and a .95 live plus three-day rating among W25-54, a 46% and 47% YOY bump in those demographics. The four-episode spinoff of “Fixer to Fabulous” ranked as the No. 1 cable program in W25-54 and upscale W25-54. The show delivered 1.3 million video views across

HGTV's Facebook, Instagram, Twitter and TikTok, and accumulated 1.2 million page views on HGTV's website. – **Fox News** completed its 60th consecutive week as No. 1 in all cable news with total day and primetime viewers. It earned 2.36 million viewers and 361,000 P25-54 in primetime and had 97 of the top 100 cable news telecasts. “The Five” led this week with 3.51 million total viewers, with “Gutfeld!” following with 1.93 million and “Unfiltered with *Dan Bongino*” with 1.43 million. – **Golf Channel**'s “Golf Central Live From The Masters” averaged 419,000 viewers across 50+ hours of coverage, with Saturday's telecast averaging 1.012 million viewers and peaking at 1.5 million during the 1pm hour. Daytime coverage averaged 479,000 viewers Monday-Sunday, up 24% compared to last year.

#### HONORS

**BET** Chief Social Impact and Communications Officer *Jeanine Liburd* will be presented the Harlem Hero Award at the Harlem Junior Tennis & Education Program (HJTEP) 50th Anniversary Gala. The award recognizes someone who has advocated for the growth and success of the Harlem community and recognizes the value of the HJTEP. At BET, Liburd spearheaded an array of multiplatform social change initiatives that address critical issues facing the Black community. The Gala will be held on June 13 in NYC.

#### PROMOTION

**Vizio** is offering an array of subscription discounts to Vizio Smart TV owners, starting with a three-month trial of **Apple TV+** available April 25-May 30. New **discovery+** customers can get a 30-day trial following the purchase and registration of a Vizio TV from April 22-Oct. 22. Lastly, new **fuboTV** subscribers can get 20% off their first month until Friday.

#### PROGRAMMING

**CNN**'s “*Stanley Tucci: Searching for Italy*” and “*Nomad with Carlton McCoy*” will premiere May 1 at 9pm and 10pm, respectively. Tucci once again dives into the people and stories that make up the history of Italian cuisine, while McCoy searches for places where food, culture, music and art mix together. – **Apple TV+**'s “Loot” will debut its first three episodes June 24, with one episode releasing weekly on Fridays. – “Rich and Shameless,” a seven-part docuseries revealing stories and consequences that come with immense wealth, will begin April 23 following the NBA Playoffs on **TNT**. Beginning with “Girls Gone Wild Exposed,” the episode looks at Joe Francis and his downward spiral. Other episodes include “Pharma Bro vs. Wu-Tang Clan,” “Where did NBA Star *Brian Williams* Go,” “The Mysterious Disappearance of the Bitcoin Millionaire,” “The Crime Against Pam & Tommy” and more.

#### PEOPLE

*Andrew Davis* joined **Cox Enterprises** as its SVP of Strategy. He'll oversee strategic planning, new business development and the company's sustainability teams. Davis previously was at **T. Rowe Price Associates** where he served as the Director of Private Placements in the U.S. equity division.