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WHAT THE INDUSTRY READS FIRST

Outside the Industry: ADT CMO on Changes to Reach Next Gen

Interesting to hear ADT's Chief Marketing and Communications Officer talk about how marketing has changed since some of the 150-year-old security firm's issues mirror those of cable operators. Much of ADT's business is about installs. And like many operators, ADT has spent years relying heavily on door-to-door sales.

"The way people are making the choice to buy anything these days has changed. With us, what's really interesting is so much of our business for 150 years was driven by physical interaction. Going to the door, knocking on the door, showing up. We saw more and more people, particularly during the pandemic, saying you can't come into my home. I want to consume more information about you before I ever make that physical interaction," ADT's *Delu Jackson* said at CTV Connect, a joint conference from *Cynopsis*, *AdExchanger*, *AdMonsters* and *Chief Marketer*. "The other big thing is the shifting home buyer base. There are more renters, less home buyers, longer periods of renting versus homeownership. So, our role has changed."

Horizon Media President *Bob Lord*, who joined Jackson in the fireside chat, added that brand discovery was another issue for ADT. "The younger generation—they're not necessarily always using Google Search anymore," he said.

When Jackson joined ADT in 2021, its traditional audience was around 60 years old and the company relied heavily on TV advertising. "Linear TV was working fine for us for our

traditional buyers, but the next generation of buyers were using ecommerce, search, Amazon, all these different ways to discover because they were asking different questions. They weren't looking for security. They were looking for cameras or devices or connected items. That's how they found their way to security," he said.

In June 2024, ADT was at 70% linear buys and 30% CTV. By the end of 2025, the split was closer to 80-20 in favor of linear. Prior to working with Horizon, ADT was doing its media buying in-house. "We were delivering strong traditional performance metrics, great CPMs, great delivery, but something we sort of lost is the context," Jackson said. "We worked with you all and identified that we were really strong with our core audience, but we were losing the next generation."

Some trial balloons in the TV space showed a direct impact on sales and installs, so ADT dove in. Lord described how Horizon went to Hulu and found a program that lined up with the ADT brand—"Only Murders In the Building." Sports have also been big, with ADT working with Horizon to shift investment into streaming and CTV for the Olympics, delivering 3x what it had estimated. ADT worked with *Shaun White* to build content, with the Olympics snowboarder talking about how athletes are traveling and away from their families so ADT provided peace of mind. "We saw a much better response to that content than when we just put up ads," said Jackson. ADT inked a partnership with the MLB's Marlins in that same vein, doing installations in players' homes and creating content at

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the same time. When it comes to integrating product, Lord said the linear side of the business has done a really good job with that, and it's time for CTV to step that up.

Like every other business, ADT is thinking about how to best use artificial intelligence right now. "I think right now we're in a phase I call IA—intelligence assistance. There's so much information for humans to consume and make decisions on. What we've seen today is just aggregating this information and helping our teams make faster decisions through prompting," Jackson said. "We're measuring every dollar we invest down to the install and we're looking at every gain."

Lord said AI helps look at data to determine who are installs that are likely defectors so messaging can be targeted to keep them on board. "We knew [years ago] that just by changing a color, it would make a difference [with messaging]. With AI, now we can do it at scale," said Lord. "How you show up for 'Only Murders in the Building' in one part of the country vs another part of the country maybe should be different based on the conversions that you get."

MIDCO SIGNS MOBILE AGREEMENTS

Midco is one step closer to developing its mobile product, announcing it signed delivery agreements with cloud-based software platform **Telgoo5** and mobile virtual network aggregator **BlueConnects** this week. Telgoo5 will provide comprehensive billing and operational support systems for Midco while BlueConnects claims that it will connect Midco customers to the largest and most trusted wireless provider in the U.S., but doesn't specify which carrier owns that network. BlueConnects also offers full-service SIM functionality and turnkey billing. Midco said it remains on track to launch Midco Mobile by the end of the year.

COMCAST NBCU RE-UPS OLYMPIC COMMITMENT

Comcast NBCUniversal struck a new partnership with the **International Olympic Committee** that secures the company the media rights for the Games across all platforms in the U.S. through 2036. Beyond that, the agreement, set to start this year, will also include joint strategic initiatives and projects. The extension is valued at \$3 billion and comes after NBCU's coverage of Paris 2024 reached an average of 67 million total viewers per day across broadcast, cable and streaming platforms. "It is our honor to continue to bring the full power of our company's expertise in creating and distributing content that connects with Americans, as well as to begin to provide even more innovative technological support and solutions to the IOC and its stakeholders in

areas that benefit athletes and the many people dedicated to organizing the Olympic Games around the world," Comcast Chair/CEO **Brian Roberts** said in a statement.

TEAM LINEAR OR TEAM CTV?

You might expect a media agency rep at a conference called CTV Connect to take the side of CTV, but if **Kay Wesolowski**, SVP of Investment and Partnerships at **Kelly Scott Madison**, had to choose today, she'd don a linear jersey. "I think CTV is going to get there. It's not there yet, and I think linear is being underplayed," she said, explaining that linear has the reach if clients can afford it. "I say that coming from an agency where a lot of our clients aren't on television right. The budget doesn't merit them being on TV, so CTV is likely the place that we usually go. But we're having that conversation a lot about not having to be so precise... If you start to get really precise targets [on CTV], you're narrowing yourself so thin that you're not even getting the benefit of video." **Lauren Zweifler**, a consultant and former **NBCUniversal** SVP, Insights & Research, would pick Team CTV if she was wearing her consumer hat. But on the business side, she has to go linear. "It is complicated... It's brand-centric. It's what the agencies and clients need to succeed," she said.

FCC CREATES COUNCIL FOR NATIONAL SECURITY

FCC Chair **Brendan Carr** is establishing a Council for National Security within the agency. The goal is to combine the Commission's regulatory, investigatory and enforcement authorities to counter foreign adversaries. Carr has named **Adam Chan**, his National Security Counsel, as the first Director of the council. The council ultimately has a three-part goal: to reduce the American telecom sector's trade and supply chain dependencies on foreign adversaries, ensure the U.S. leads in critical technologies like AI and 6G and mitigate vulnerabilities to cyberattacks and surveillance. While the Democratic members of the Commission have spoken out against a number of the policy decisions Carr has made in the early days of his chairmanship, Commissioner **Anna Gomez** said this was an initiative she could get behind. "I support any effort to bring together expertise within the FCC, in partnership with other federal agencies and international partners, to strengthen our country's defense against evolving security risks," Gomez said. "I look forward to working with my colleagues to ensure that politics does not interfere with our mission to safeguard our communications infrastructure, protect consumers and ensure the resilience of our nation's networks against emerging threats."

DIRECTV ROOTS FOR MYHOME TEAM

DirectTV's portfolio of skinny bundles continues to bulk up. The MVPD unveiled a sports-focused, genre-based video package called MyHome Team that'll be available as a mini-pack add-on for MySports customers in select markets. It's available for \$19.99/month and initially includes 20 RSNs to give fans access to their favorite **MLB**, **NBA** or **NHL** teams in their respective market. At launch, MyHome Team will carry games for 12 MLB clubs, 15 NBA teams and 10 NHL franchises. While local games will remain specific to a region, MyHome Team will enable users to access news and commentary from certain teams outside of their region. RSNs included in the package span **Altitude Sports**, **Chicago Sports Network**, all 16 of the **FanDuel Sports Networks** and **Marquee Sports Network**.

MSGN STILL KICKING IT WITH GOTHAM

With the 2025 **NWSL** season looming, **MSG Networks** and Gotham FC renewed their local broadcast partnership that'll see eight Gotham matches air on the RSN. That includes three road matches and five home contests, including this season's home finale on Oct. 19 vs Racing Louisville. The first Gotham match MSGN will carry comes April 18 vs Angel City. MSGN will also broadcast shoulder programming that'll feature profiles, interviews and team-related content.

FIBER FRENZY

The numbers are in for **UTOPIA Fiber's** busy 2024. The community-owned Open Access network rolled out 1.9 million feet of fiber-optic cable, 1.3 million feet of underground conduit, 68,190 feet of aerial strand and 8,660 hand-holes. That led to UTOPIA expanding to 23,684 new homes and 1,974 businesses throughout the year, posting 11,256 sales along the way while bringing its subscriber count to over 70,000. Among those new subscribers gained in 2024, 88% chose the 1 Gig plan and 10% went with the 2.5 Gig option. Those who went with the 10 Gig offering made up 2% of new subs, but UTOPIA made note of the fact 3/4 of 10 Gig customers in 2024 were residential.

AWARDS

The **Media+Tech Collective** hosted the 18th annual Ron Rizzuto Innovation Challenge case study competition, crowning a student team from the University of Denver as the grand prize winner. This year's competition focused on proposing actionable strategies for traditional

broadband providers to maintain relevance as dual providers of internet and video. Participants were required to assess the impacts artificial intelligence could have on personalization and other areas of use. On top of the \$4,000 grand prize that went to Team Pioneers, a \$2,000 award was given to the second-place finisher Colorado State while \$1,000 was given to Metro State, which finished third. Members of all three teams will get preferred opportunities for local industry internships.

DOING GOOD

After assessing more than 1,700 entries from 42 states and D.C., **C-SPAN** revealed the winners of the 2025 StudentCam documentary competition. The network is awarding 150 cash prizes to students and teachers, totaling \$100,000 as participants highlight matters of personal, local or national importance that relate to the theme of "Your Message to the President: What issue is most important to you or your community?" This year's grand prize winner is Dermott Foley, who will receive \$5,000 for their documentary "Teens, Social Media, & the Fentanyl Overdose Crisis." It'll air on C-SPAN on April 21 at 6:50am in addition to replays throughout the day. Other docs being recognize will air April 17-20, each beginning at 6:50am.

PROGRAMMING

With a successful debut season in the books, **Paramount+** renewed "Landman" for a second run. Season 1 saw the series record the most-watched global premiere and finale of any program in the streamer's history.

PEOPLE

Scott Barton is heading to **Charter** to become its GVP, Digital Marketplace. *Light Reading* was first to [report](#), with Barton set to oversee the strategy and execution of the company's digital storefront. That'll entail more additions of streaming apps into its video portfolio. Barton previously spent 17 years at **Starz** before joining **WOW!** as SVP, Product in 2018. He made the switch to **MyBundle.TV** in 2021 and spent four years as Chief Product Officer. Barton will report to Spectrum SVP, Video *Elena Ritchie*. – **Lionsgate** Chief Content Integration Officer and Chairman of Lionsgate Television Group **Kevin Beggs** was appointed Chairman of the **International Academy of Television Arts & Sciences**. He'll succeed *Fred Cohen*, who's staying with the Academy as Foundation Chairman and Executive Committee Member. Beggs has been part of Lionsgate's leadership team since 1998.

BASIC CABLE P2+ PRIME RANKINGS* (03/03/25-03/09/25)		
MON-SUN	MC US AA%	MC US AA (000)
FNC	1.224	3880
MSNBC	0.372	1181
ESPN	0.304	964
HGTV	0.223	706
CNN	0.222	702
HALL	0.187	594
HIST	0.153	486
USA	0.152	483
TBSC	0.149	471
DISC	0.144	458
FOOD	0.137	434
INSP	0.135	427
TNT	0.131	416
NWSMX	0.117	373
TLC	0.107	339
TVLAND	0.101	319
BRAVO	0.100	318
ESPN2	0.089	283
FS1	0.088	279
GSN	0.087	275
HALLMYS	0.085	268
ID	0.083	264
A&E	0.083	263
LIFE	0.081	256
WETV	0.078	247
AMC	0.076	240
PRMNT	0.075	236
FX	0.074	234
OXY	0.073	230
NAN	0.070	223
REELZ	0.070	221
BET	0.062	196
ADSM	0.057	180
TRAVEL	0.054	170
MTV	0.051	161
SNDNCE	0.050	160
SYFY	0.050	158
NATGEO	0.050	158
COM	0.048	152
BTN	0.046	145
CNBC	0.045	142
FETV	0.044	138
FRFM	0.042	134
MGNLA	0.041	131
HLN	0.041	131
MOTOR	0.041	131
FXX	0.040	127

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