

Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

AVOD FTW: Tubi's Growth Plan Involves More Creators

Tubi is on a growth trajectory after reaching profitability last year, a milestone that arrived earlier than expected for the Fox Corp.-owned AVOD. The free ad-supported streamer, which is particularly popular with Gen Z and younger viewers, generated over \$1 billion in revenue in FY25 and grew total viewing time in 2Q26 by 27% YOY. That surge in engagement translated into a 19% YOY boost in rev last quarter. Tubi now has 100 million monthly active users. At a **Paley Media Council** event in NYC this week, Tubi CEO *Anjali Sud* shared how the team got here and why the AVOD's growth plan involves more creators.

"One of the biggest milestones is getting there and growing and doing it profitably with a pure play, free ad-supported model. That is the thing that most people didn't believe that you could do," Sud said. But how Tubi got to profitability is "very unexciting," according to the exec. "It's a flywheel business where the wheel just through scale gets better and better. And so when I look back, it's not that we had a big hit that redefined us or some big unlock. It's literally 10+ years of steadily growing our library, being really good at personalizing and having that free experience."

Clarity of focus with Tubi has helped as well, Sud added. "We run thousands of experiments a year. We A/B test everything with only one metric, which is viewer engagement. And we just kept going, and we never deviated. When I joined Tubi, the entire team had one KPI and it was viewing time, not revenue, not profits. It enables you to just be really good at this one thing."

Of course, Tubi isn't the only streamer built on ad-supported content. There's **Paramount's Pluto TV**, **The Roku Channel**, **Samsung TV Plus** and the **Comcast-Charter jv Xumo Play**, to name just a few of the many FAST platforms out there. But then again, Tubi thinks of itself more specifically as an AVOD than a traditional FAST business, and Sud explained that distinction.

"If you look at AVOD, it's free, I don't pay and it's on demand [but] I'm not tuning in live to a channel. I'm just thinking about what I want, and then a service is recommending it to me based on my unique taste in that space," Sud said. "I would actually argue there really hasn't been a competitor that's been focused and committed to it. So other FAST players are predominantly live linear channels. This is the episode guide. You open it, and that's just a different audience and a different use case."

While Tubi does have live TV on its platform, including sports and news FAST channels, the homepage really emphasizes a mix of original and licensed VOD content. So who does Tubi see as a competitor in the AVOD space specifically? Surprise! It's **YouTube**.

"Obviously, YouTube is winning in the **Nielsen 'Gauge'** by a lot," Sud acknowledged. The [Gauge report](#) for January 2026 shows YouTube commanding 12.5% of all TV viewing time for the month, while Tubi came in at just a little over 2%. "I think that the question is: why is there only one free AVOD at that scale?" the exec asked.

As Tubi eyes future growth, Sud said that the team is focused on differentiating the streamer from other platforms. "We're not getting into shorts. We're committed to long-form. It's why you see us



HELP YOUR BRAND STAND OUT FROM THE CROWD WITH Cablefax Daily PARTNER

WITH US TODAY TO:

- » Send targeted eblasts to an engaged audience comprised of senior leaders
- » Advertise in our Daily newsletter, send to 43,000+ readers
- » Promote your brand
- » ...And MORE!

For more information, contact Vernesa Merdanovic at 315.246.6528 or vmerdanovic@accessintel.com

working with creators to elevate their storytelling and bring them into Hollywood because that's something we uniquely can do."

Sud cited its original movie "Sidelined: The QB & Me," which stars **TikTok** personality *Noah Beck*, as an example of the "pretty unique model" of Hollywood-izing creators. The movie and its sequel reeled in 20 million viewers, while Beck just got cast as a series regular in the new "Baywatch" reboot.

The company launched a Tubi for Creators program last June to bring more original scripted and unscripted content from digital creators to the platform. This month, the AVOD also established an incubator to develop long-form content with select TikTok creators. Sud stressed that it's important for Tubi to have a model that "works for where the audience is going" and the data backs up bringing more creators into the fold.

A Tubi report released last week found that 67% of viewers think digital creator content feels more original than most traditional TV and movies, and 63% said watching creator content feels no different than streaming a TV show. A little over a third of people want existing creator content on streaming services as well as creators cast in original programming, and a majority don't want to pay for creator content. Crucially, 84% agreed watching ads is a fair trade-off for free content.

Tubi also has the advantage of being under the Fox umbrella, which also includes podcast business Red Seat Ventures. There are clear synergy opportunities between the two, with Red Seat able to offer its clients, such as "Crime Junkie" podcaster *Ashley Flowers*, the added reach of Tubi. The popular true crime podcast debuted as VOD on Tubi in February.

"We are bringing in a younger audience, the kids in college and the 20-somethings that aren't paying for content unless it's on their parents' account. That is the opportunity where we want to be able to demonstrate that we're expanding the fans for 'Crime Junkie,' and so far, we're seeing really positive signs that we can do that and scale that," Sud said.

.....

COX-SONY LITIGATOR SAYS SCOTUS DECISION CHANGES EVERYTHING

Joshua Rosenkranz, **Orrick's** head of the firm's Supreme Court & Appellate practice, is kind of a big deal. In November, he was named Litigator of the Year by American Lawyer—making him the only practitioner ever to receive the honor three times. In December, he represented **Cox** before the **U.S. Supreme Court** in its long-running piracy battle with **Sony** and other music labels. This week, the high court [delivered](#) a unanimous Cox-Sony verdict, finding ISPs should have limited copyright liability for user behavior that infringes copyrighted materials. Broadband providers cheered the news, but Rosenkranz told **CFX** the ripples

will extend far beyond them. "This decision is going to reverberate beyond just ISPs to all tech providers. It will immediately alter ongoing litigation on everything from ISPs to social media platforms to AI. And it provides much-needed freedom to operate to generations of innovators to come," he said. Rosenkranz called the decision "truly a sea change in contributory liability." In the opinion, authored by Justice *Clarence Thomas*, the court said holding Cox liable "merely for failing to terminate internet service to infringing accounts would expand secondary copyright liability beyond our precedents." It sets a clear path for copyright litigation. "The lower courts had been applying far more expansive notions of contributory liability and this Court sweeps those away in unmistakable terms," said Rosenkranz.

.....

FCC'S SPORTS ERA

Today is the first comment deadline in the **FCC's** [recently opened](#) docket on the state of sports broadcasting and its impact on consumers. **CFX** is monitoring the filings as they trickle in, though some including **Gray Media** and **One Ministries Inc.** got an [early jump](#) in the discussion. While the Media Bureau proceeding poses questions pertaining to antitrust, the Sports Broadcasting Act of 1961 (SBA) and broadcast stations' abilities to meet public interest obligations, it sounds like all options are on the table. FCC Chairman *Brendan Carr* [told Semafor](#) that the **NFL's** antitrust exemption is on the table as the league places more games exclusively on paid streaming services such as **Prime Video** and **Netflix**. The SBA granted the NFL an exemption from antitrust laws when negotiating media rights deals, but Carr expressed concern that too many games are being put behind a paywall and thus giving the NFL an advantage in rights negotiations. He asked if broadcasters should be able to collectively negotiate if NFL teams have been able to. While Friday is the comment deadline, the full batch may not be published online until Monday. Reply comments are due April 13.

.....

DOJ PROBES PSKY-WBD DEAL

Although some on the Hill have [questioned](#) whether **Paramount Skydance** is receiving preferential treatment from the **Trump** administration regarding its proposed merger with **Warner Bros. Discovery**, *Reuters* [reported](#) Friday that the **DOJ** sent subpoenas seeking more information on how the deal could impact competition, including in the streaming market. The move follows recent comments from *Omeed Assefi*, the Acting Assistant AG of the DOJ's antitrust division, who said approval for the deal will "absolutely not" be fast-tracked, as some had feared. The Justice Department is also looking into how the merger would

Cablefax Daily (ISSN 1069-6644) is published daily by Access Intelligence, LLC | www.cablefax.com | 301.354.2101 | Editorial Director, Ad Tech and Convergent Media: Sarah Sluis, 212.621.4706, ssluis@accessintel.com | Editorial Director: Amy Maclean, 301.354.1760, amaclean@accessintel.com | SVP Media Group: Dave Colford, 631.786.9796, dcolford@accessintel.com | Sr Editor: John Saavedra, 908.477.1758, jsaavedra@accessintel.com | Editor: Noah Ziegler, 301.354.1704, nziegler@accessintel.com | Advertising and Sponsorship: Vernesa Merdanovic, vmerdanovic@accessintel.com | Marketing Director: Jessica Dombrowski, jdombrowski@accessintel.com | Sr Prod Manager: Joann Fato, jfato@accessintel.com | Kerry Smith, Divisional President, Chief Marketer Network, ksmith@accessintel.com | Group Subs: Vernesa Merdanovic, vmerdanovic@accessintel.com | Subscription Questions: Client Services: 301.354.2101, clientservices@accessintel.com | Annual subscription price: \$1,999.00/year | Access Intelligence, LLC, 9211 Corporate Blvd., 4th Floor, Rockville, MD 20850

affect labor in Hollywood, studio output and content rights.

OFFICIALLY GFIBER

Google Fiber has been primarily operating as **GFiber** for quite some time, but on Thursday, it dropped the Google Fiber moniker and will solely go by GFiber moving forward. The company said the name “represents our growth into an internet service provider that is 100% focused on creating a customer experience that stands apart,” adding that it’s “a reflection of our brand’s personality” as well. The full shift to GFiber comes just over two weeks since it [announced](#) a merger with **Astound Broadband** that’s anticipated to close before the end of 2026. GFiber’s executive team is slated to oversee the combined entity.

FIBER FRENZY

Bluepeak revealed a new multi-million-dollar project in Alva, Okla-

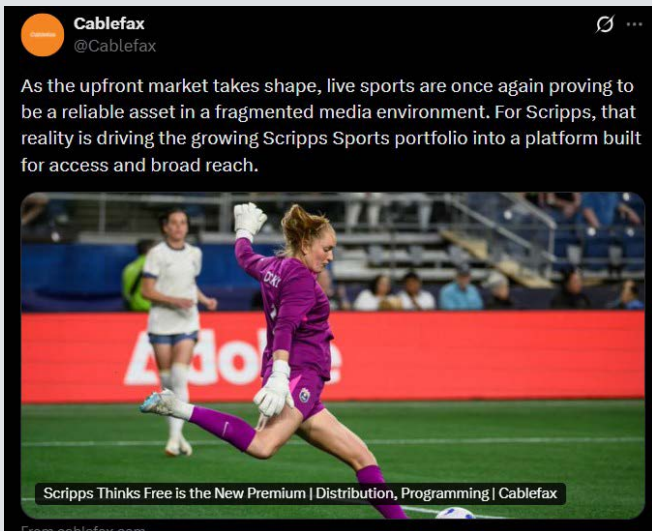
homa. Design, engineering and permitting processes are underway, while utility marking and underground fiber installation are slated to start this summer. Bluepeak offers speeds of up to 5 Gbps for residents and up to 10 Gbps for businesses. – **All West Fiber** is expanding to more than 3,700 homes and businesses in the previously unserved area of Rawlins, Wyoming. Construction already began this month on a network that supports multi-gig speeds, with the first service-ready passings expected to go live in May.

NCTA BOARD ADDITIONS

Three new execs are joining the board of **NCTA**. **Comcast** Connectivity & Platforms CEO *Steve Croney* was added after filling *Dave Watson*’s spot as the board’s treasurer earlier this year. **Paramount** TV Media chief *George Cheeks* will join as the board’s corporate programmer director, while **Versant** CEO *Mark Lazarus* will become an at-large programmer director. Versant joined NCTA after spinning off from Comcast in January.

CABLEFAX DASHBOARD

ICYMI

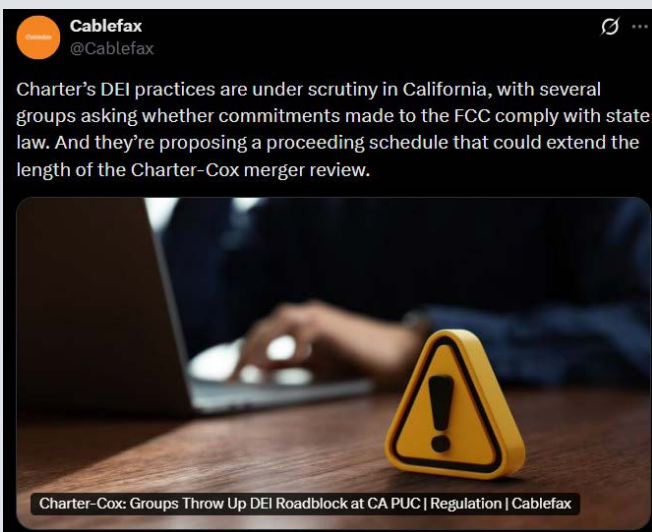


Cablefax @Cablefax

As the upfront market takes shape, live sports are once again proving to be a reliable asset in a fragmented media environment. For Scripps, that reality is driving the growing Scripps Sports portfolio into a platform built for access and broad reach.

Scripps Thinks Free is the New Premium | Distribution, Programming | Cablefax

From cablefax.com



Cablefax @Cablefax

Charter’s DEI practices are under scrutiny in California, with several groups asking whether commitments made to the FCC comply with state law. And they’re proposing a proceeding schedule that could extend the length of the Charter-Cox merger review.

Charter-Cox: Groups Throw Up DEI Roadblock at CA PUC | Regulation | Cablefax

Quotable

“Given my experiences, there does not seem to be a strong need or demand for a massive rewrite of communications law at the moment. [The Telecom Act] is losing relevance as the industry and consumers continue to shift to technologies beyond its authority. Nonetheless, in no way should those unregulated sectors be subsumed in the FCC’s purview. In my opinion, the FCC should never be allowed to become an Artificial Intelligence or internet application regulator. This is not to suggest that changes to the law are not appropriate.”

- MPORIelly Consulting President/former FCC Commissioner Michael O’Rielly’s testimony on the ‘96 Telecom Act

Up Ahead

- MARCH 29-31: [NTCA Telecom Executive Forum](#), Coronado, CA**
- APRIL 6-7: [Mid-America Show](#), Kansas City**
- APRIL 8-9: [Pennsylvania Broadband Summit](#), Gettysburg, PA**
- APRIL 18-22: [NAB Show](#), Las Vegas**
- APRIL 23: [29th Annual Cable Hall of Fame](#), NYC**
- APRIL 27-29: [CableLabs Tech Summit](#), Westminster, Colorado**
- MAY 5: [T. Howard Annual Awards Dinner](#), NYC**