

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Under Construction: Nielsen Developing Off-Screen Diversity Analytics

The media industry has launched various initiatives over the past few years to increase diversity behind the camera, and Nielsen says it might just have a way to keep track of progress. The measurement company is developing a product that will allow customers to access diversity information for major offscreen contributors to many shows and movies offered on television, cable, satellite or streaming.

The disclosure came in an FCC filing this week in response to Fuse's petition to have the government agency create an annual content vendor diversity report that would have broadcast, cable, broadband and satellite services collect diversity data from the content partners they work with for traditional platforms as well as affiliated or commonly owned streaming video platforms. NCTA, USTelecom and the American Television Alliance have argued that the proposal would place significant burdens on FCC-regulated entities, particularly when it comes to collecting that data from various video sources. For instance, would video providers that carry Amazon Prime Video on set-tops be required to collect data for each programmer that provides content to Prime Video?

The National Diversity Coalition and National Asian American Coalition have suggested private sector resources steeped in research might be better suited for such data collection, which prompted Nielsen to weigh in. "When operationalized, this new product could enable Nielsen customers and the

FCC to obtain much of the data sought by petitioners—without the need for certifications from programmers or distributors," Nielsen told the FCC.

Nielsen acquired metadata provider Gracenote in 2017, with the subsidiary's existing product set laying the groundwork for this offering under development. Today, Gracenote offers an "Inclusion Analytics" service that provides diversity insights on on-screen talent by program, genre, network, or platform, etc., including ratings data. For example, Inclusion Analytics can show that Native Americans collectively have a .05 percent total screen time on cable television. It can also analyze this inclusion data by media company, allowing companies to understand how representative their body of content is of diverse communities.

Also helping fuel this new product would be Gracenote's "StudioSystem," which has a slew of in-depth research and analysis about video projects, including details on credits, people and companies involved. With this new offering, Nielsen said clients could compare diversity-related information on the writers and producers for Amazon's "The Lord of the Rings: The Rings of Power" with those for HBO's "House of the Dragon" or compile off-screen diversity for fantasy series and compare them with such information for science-fiction series.

"Nielsen is investing in this work because its clients demand it. Advertisers, moreover, increasingly want to ensure they are investing equitably in content that includes diverse creators, casts, and themes." Nielsen said. "These capabilities

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will also enable customers to access the sort of information contemplated in the [Fuse] petition. It will do so, moreover, without any of the complexity associated with the Petition's proposed requirement that FCC regulatees and their affiliates obtain diversity-related data from programmers and file such data with the FCC."

### HOUSE DEMS WORRIED ABOUT TEGNA BUY

House Democrats *Nancy Pelosi* (D-CA) and *Frank Pallone* (D-NJ) are voicing concerns about **Standard General's** acquisition of **TEGNA** to the **FCC**. In a letter sent Thursday to Commission Chairwoman *Jessica Rosenworcel*, the legislators said they believe the transaction would cut jobs at local TV stations and raise prices for consumers. Of particular concern is the idea the buy could raise pay TV prices. "By structuring the transaction to apparently trigger 'after-acquisition' clauses in retransmission consent contracts, the proposed new owners of TEGNA could immediately charge higher fees to pay TV providers, which may in turn be passed on to pay TV consumers," the letter said. "The prices and fees charged for pay TV service have already skyrocketed in recent years—and we are concerned about the impacts of further price increases on American families as they confront higher costs across the board." Standard General responded by repeating its assertion that the deal will yield significant public interest benefits without any countervailing public interest harms, including creating the largest minority-owned and female-led broadcast station group in U.S. history. The company took to task several points in the Pelosi-Pallone letter, arguing that the deal will create the opposite of consolidation since TEGNA will actually be smaller post transaction and dismissing concerns about price increases by noting TEGNA makes its content available for free over-the-air. Standard General said it has increased newsroom staffing at its current stations by 28% since acquiring them in February 2021. "The TEGNA transaction has been under review at the FCC for almost nine months at this point, and the time has come to approve the transaction and unleash an almost 300% increase in the number of minority-owned TV stations in the U.S., bringing badly-needed diversity to the nation's broadcast station ownership," the company said in a statement.

### BIG EXITS AT PARAMOUNT, TELEMUNDO

Thursday seemed to be the unofficial day to announce major media company departures. *David Nevins* is stepping down from his position as Chief Content Officer, Scripted Originals for **Paramount+** and Chair/CEO of **Showtime Networks** at the end of the year. There's no word yet on where he'll end up next or who will serve as his replacement. – **Telemundo Deportes** President *Ray Warren* is retiring early next year.

He's spent 15 years at **Comcast NBCUniversal** with six of those being spent at the head of the sports division. He joined Telemundo Enterprises in 2016 from **NBC Sports** and held high-level positions at Raycom Sports, Carat Media Group Americas and OMD USA.

### LOUISIANA REJECTS SPARKLIGHT OBJECTION

The **Louisiana Office of Broadband Development and Connectivity** has rejected **Sparklight's** protest of a \$4 million grant through the state's GUMBO program to **Conexon** to deliver broadband to portions of East Carroll Parish. The office's executive director concluded Sparklight has not satisfied its burden of proof to establish that it provides reliable

## Cablefax Executive Round Up

### What's the next step for more accurate audience measurement?



**Sean Cunningham**

President/CEO

**VAB**

"The first urgency on the path to more accurate measurement is for far reaching disclosures from legacy TV measurement provider Nielsen, given their near-term product roadmap includes two enormous measurement/currency

changes and meaningful details about those two changes have been scarce. The second urgency is 'operational'—we applaud the sheer volume of testing cross-platform measurement options (Comscore, ISpot, Nielsen, VideoAmp, Samba, 605, TVSquared/Innovid and others), and it's clear that recent advances in more fluidly executing full end-to-end usage of multiple currencies is the next great accelerator to marketer's getting 'the full funnel payoff' of currency optionality."



**Adam Helfgott**

CEO

**Madhive**

"When it comes to audience measurement, we're seeing a renewed focus on local from a national level. Streaming is enabling advertisers to better reach and measure against these niche local audiences like 'families who shop green'

at scale across all 210 DMAs. We also have access to ACR technology which verifies ads were actually seen, and the ability to measure and verify campaign ROI against full-funnel objectives."



**Travis Hockersmith**

Group Vice President, Platform+

**VIZIO**

"ACR data is the most accurate source of truth for all content that hits the screen independent of input. This is critical to understanding viewership given the complex dynamics of a fragmented streaming environment where content is streamed from a variety of different apps, inputs and devices. That's a unique challenge to the CTV environment, and therefore it needs a unique CTV solution. Because all roads lead to the TV screen, measuring what appears on that screen is the best approach."

service to the applied-for areas.

### AT THE COMMISSION

The **FCC** is taking another crack at revamping its sponsorship identification requirements for broadcasters. A second Notice of Proposed Rulemaking released Thursday proposes a certification process for broadcasters and lessees that would demonstrate the proper inquiries have been made in determining whether foreign governmental entities have sponsored programming. The notice also gives stakeholders a chance to weigh in on a pending petition on how to determine the difference between advertising and programming arrangements for the leasing of airtime. That petition asks whether the Commission should establish whether any broadcast matters less than two minutes in length should be considered advertising and be exempt from foreign sponsorship rules.

### VERIZON OFFERS FREE BROADBAND

Verizon is growing its Verizon Forward program through the **FCC's** Affordable Connectivity Program, offering free 5G Home, LTE Home Internet or Fios to more qualifying households at no cost. New and existing customers can qualify if they were previously enrolled in the Emergency Broadband Benefit or the Lifeline program, participate in other federal assistance programs or if their household income is less than 200% of the federal poverty guideline.

### UPFRONT AND PERSONAL

**Vizio** reeled in over \$200 million in direct ad commitments during its upfront season, good for a 100% YOY jump as more viewers migrate from linear to streaming options. Vizio Ads offers direct-to-device advertising with its addressable ad inventory within WatchFree, SmartCast and popular TV apps on its platform. "Right now advertisers have a renewed focus on optimization and outcomes, and VIZIO's integrated hardware and software model uniquely positions us to help them prove the impact of campaigns," Group VP of Advertising & Data Sales Adam Bergman said. Vizio's ad sector grew 71% YOY in 2Q22, adding 243 net new advertisers.

### CARRIAGE

**FuboTV** reached a multi-year carriage agreement with **Altitude Sports**, the RSN that airs the matches of both the NHL's Colorado Avalanche and the NBA's Denver Nuggets. The network will be available across 10 Rocky Mountain states on Fubo's \$69.99/month Pro package. – **Cinedigm's** FAST channel **RetroCrush** is now available on **Sling TV**, bringing the number of Cinedigm channels on the service to 14. RetroCrush has over 100 series and 40 features of anime content such as "Demon City Shinjuku," "Appleseed" and "Fatal Fury: The Legend of the Hungry Wolf."

### FIBER FRENZY

**ALLO Communications** is embarking on FTTP projects in Papillion, La Vista and Gretna, Nebraska, with construction slated to begin in the coming months. The network will have symmetric speeds of up to 10 Gbps with a WiFi 6 router for

residential and business customers, and the first set of customers will receive service in mid-2023. Once complete, ALLO will serve 45,000 residents across the three communities.

### CHARTER AWARDS DIGITAL EDUCATION GRANTS

**Charter** awarded another \$1.1 million in Spectrum Digital Education grants to 47 nonprofits dedicated to digital training in local communities, bringing the provider's total investment in the program to \$8 million. The organizations were selected based on their commitment to educating people in financially underserved rural and urban areas on broadband and its benefits. Among the winners were the Hawaiian computer training center Whitmore Economic Development Group, bilingual technology program Latinitas and the Virginia-based LGBT Technology Institute.

### ON THE CIRCUIT

The **Strong Women Alliance** and all-female US MMA league **Invicta** are supporting the [launch](#) of the Guardian Girls Global Karate Project. The program will include a demonstration by former karate champions as well as a session on mental health in sports. The launch event, presented by the World Karate Federation, will be held in L.A. on Saturday.

### PROGRAMMING

**Showtime** released the series premiere of "Let the Right One In" a day early before its on-air premiere on Friday. The episode is available on Sho.com, Showtime.com and on Showtime partner platforms. – While Halloween is still 25 days away, that's not stopping **Great American Family** from unveiling its 18-movie slate for the programming event "Great American Christmas." The event kicks off with "Destined at Christmas" on Oct. 22 at 8pm, followed by "Catering Christmas" and "A Royal Christmas on Ice" on Oct. 29 and Nov. 5, respectively, at 8pm. "A Brush with Christmas Romance" (wt) debuts Dec. 17 at 8pm before "The Art of Christmas" puts a bow on the programming event on Dec. 18 at 8pm. – **Fox Nation** is premiering "Christmas at The Greenbrier" on Nov. 24, the second feature film on the SVOD. Additionally, four more movies will be available on the platform starting next month, starting with "Country Roads Christmas" on Nov. 27. "Christmas in Wolf Creek" will drop Dec. 4, with "Christmas in Rockwell" following a week later on Dec. 11. "The Wise Men Who Found Christmas" caps the film rollout on Dec. 16. Fox Nation will also be giving 50% off all one- and two-year subscriptions for a limited time starting Nov. 29. – **Showtime** is bringing back "All the Smoke" with former NBA stars *Matt Barnes* and *Stephen Jackson*. The two signed a multi-year extension with the network and will have episodes release weekly on Thursdays on the Showtime Basketball YouTube channel.

### PEOPLE

**Rob Wade** is replacing *Charlie Collier* as **Fox Entertainment** CEO, effective immediately. Collier left the programmer two weeks ago to join **Roku**. Wade most recently served as President of Alternative Entertainment and Specials at Fox and spent time as showrunner of **ABC's** "Dancing with the Stars."



# PROGRAMMER'S PAGE

## Back to the First Day of 'High School'

Not many of us want to go back to our high school years, but *Tegan and Sara Quin*, better known collectively as the musical artist Tegan and Sara, have spent the last several years revisiting the moments that inspired them to pursue a creative path. **Amazon Freevee's** "High School" (premiering Oct. 14), based on the sisters' 2019 memoir, takes viewers back to the grunge and rave-filled '90s and explores the challenges of finding your identity as a teenager. "When we wrote our memoir a few years ago, we set out to do something that we thought was really important which was tell a story about queer women, and specifically about music, coming out and adolescence in a way that was really smart and intelligent," Tegan said during a panel at **TCA's** summer press tour. A global search began to find the twins that would portray Tegan and Sara in the show, but the artists found the right fit, *Railey and Seazynn Gilliland*, in the most unexpected of places: their **TikTok** feed. "I saw a video of Railey and she was giving a tour of her car, and there was just a sweetness and a vulnerability," Tegan said. "Although it was very scary to imagine bringing in non-actors and non-musicians... there was just something undeniably watchable about Railey and Seazynn." Sprinkled throughout the episodes are some of Tegan and Sara's earliest songs, written back in the day when they still called themselves Sara and Tegan. Those hits include Sara's "Tegan Didn't Go To School Today," the first song she ever wrote. "It's actually been the support of people around us who've reassured us that the music is strong enough to be a focal point on the show," Sara said. "And it's wonderful to have the first song that we ever wrote put into the show because I think it just shows that young people can do amazing things right out of the gate before they've had years of training and experience." – *Sara Winegardner*

### REVIEWS

"We Bought a Funeral Home," streaming from Oct. 8, **Discovery+**. With Halloween weeks away, you already can prepare with scary films on **Turner Classic Movies, Syfy, AMC** and **Freeform**. There's also **Disney Channel's** Monstober and perhaps the cleverest-named stunt, **Hulu's** Huluween. Speaking of which, **Cablefax's** reason for being was short bits of content, well before **Twitter** and **TikTok** made them fashionable. As such, we'd note Huluween's 3rd annual "Bite Size Halloween" (pun intended). A collaboration with 20th Digital Studio, Bite offers 20 new shorts from emerging filmmakers. And viewers will recognize several cast members, including *Tatiana Maslany* (**BBC America's** "Orphan Black") and *David Costabile* (**Showtime's** "Billions" and **AMC's** "Breaking Bad" and "Better Call Saul"). Still, another way to slowly break in your Halloween chops is this quirky reality series on **Discovery+**. It tells the story of the Blumbergs, a fun yet slightly goth family of four who purchase a huge former funeral home in the quiet Canadian town of Dresden. The crux of the show is how the family DIYs the gorgeous Victorian property. The Halloween-themed bits begin when a former resident of the place, now a sweet, old lady (of course) drops in unannounced. Bearing a cherry pie, she informs the Blumbergs they'll enjoy the friendly ghost who appears near a stained-glass window off the staircase. How charming! – *Seth Arenstein*

BASIC CABLE		
P2+ PRIME RANKINGS*		
(09/26/22-10/02/22)		
MON-SUN	MC	MC
	US	US AA
	AA%	(000)
<b>ESPN</b>	<b>0.722</b>	<b>2255</b>
<b>FNC</b>	<b>0.679</b>	<b>2121</b>
<b>MSNBC</b>	<b>0.378</b>	<b>1182</b>
<b>HGTV</b>	<b>0.255</b>	<b>796</b>
<b>CNN</b>	<b>0.242</b>	<b>756</b>
<b>TLC</b>	<b>0.240</b>	<b>750</b>
<b>HALL</b>	<b>0.225</b>	<b>702</b>
<b>TWC</b>	<b>0.216</b>	<b>675</b>
<b>INSP</b>	<b>0.211</b>	<b>658</b>
<b>USA</b>	<b>0.189</b>	<b>591</b>
<b>DISC</b>	<b>0.184</b>	<b>575</b>
<b>FOOD</b>	<b>0.179</b>	<b>559</b>
<b>TBSC</b>	<b>0.170</b>	<b>532</b>
<b>HIST</b>	<b>0.158</b>	<b>494</b>
<b>TVLAND</b>	<b>0.154</b>	<b>480</b>
<b>ID</b>	<b>0.131</b>	<b>409</b>
<b>LIFE</b>	<b>0.123</b>	<b>385</b>
<b>BRAVO</b>	<b>0.119</b>	<b>371</b>
<b>HMM</b>	<b>0.118</b>	<b>369</b>
<b>TNT</b>	<b>0.115</b>	<b>360</b>
<b>REELZ</b>	<b>0.113</b>	<b>354</b>
<b>A&amp;E</b>	<b>0.106</b>	<b>332</b>
<b>AMC</b>	<b>0.100</b>	<b>313</b>
<b>WETV</b>	<b>0.099</b>	<b>310</b>
<b>ESPN2</b>	<b>0.099</b>	<b>309</b>
<b>GSN</b>	<b>0.096</b>	<b>301</b>
<b>HBO</b>	<b>0.096</b>	<b>300</b>
<b>FRFM</b>	<b>0.086</b>	<b>268</b>
<b>TRAVEL</b>	<b>0.084</b>	<b>263</b>
<b>NATGEO</b>	<b>0.080</b>	<b>249</b>
<b>OXY</b>	<b>0.077</b>	<b>241</b>
<b>BET</b>	<b>0.074</b>	<b>231</b>
<b>FX</b>	<b>0.072</b>	<b>226</b>
<b>NAN</b>	<b>0.071</b>	<b>222</b>
<b>E!</b>	<b>0.071</b>	<b>221</b>

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

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