

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## For the Kids: Introducing the Children and Family Emmys

The **NATAS** unveiled the inaugural batch of nominations for its new Children's & Family Emmy Awards on Tuesday, serving as the next step in what's the first standalone spinoff of the Emmys since 1979.

In years past, children's programming fell under the Daytime and Primetime Emmy Awards trees. Now in its first year as its own awards, it saw an estimated 50% YOY jump in submissions, going from around 2,000 last year to more than 3,000 this year. **Netflix** led nominations with 85, followed by **Disney+** at 59 and Apple TV+ at 17. **Nickelodeon, Disney Channel, HBO Max** and **PBS** followed with 15, 14, 14 and 11, respectively.

"Disney Branded Television is honored to have been recognized in such a big way today by the National Academy of Television Arts and Sciences in the first-ever Children's & Family Emmy Awards. The creation of these awards, as well as today's recognition, are a testament to the importance and resonance of kids and family content," Disney Branded Television President *Ayo Davis* said in a statement to **Cablefax**. "I'd like to congratulate all of our creative partners who delivered such outstanding storytelling and music to both creative and commercial success this year."

The winners will be revealed at a two-day event from Dec. 10-11 at the Wilshire Ebell theater in Los Angeles. Day 1 will be dedicated to the technical crafts categories, while the sec-

ond day will honor the winners in mostly program categories. Those include "Outstanding Interactive Media," "Outstanding Editing for an Animated Program" and "Writing for a Young Teen Program."

Both days' festivities will begin at 5pm PT and will be streamed on NATAS' OTT platform "The Emmys," which is available on major streaming platforms, including **Apple TV, Roku, Android TV, Fire TV** and **Samsung Smart TV**.

The event itself will be similar to other Emmy shows in terms of presentation, but NATAS President/CEO *Adam Sharp* told **CFX** the Academy wants to add a children's and family angle. That's currently being toyed with by NATAS' creative team, but certain themes such as graphics and specific staging will add a family-friendly aura.

The idea to separate children's and family programming into its own ceremony stemmed from the pandemic. Sharp said that when events moved to a virtual format in 2020, it allowed the Academy to be flexible and evaluate what it has that in-person events lack. But he also noted in-person events generate more interest than virtual ones, and after many conversations with the Television Academy, a standalone ceremony was deemed appropriate.

"We're really doing appropriate service to this incredible field of television that was expanding by leaps and bounds and had really busted beyond the constraints of [the Daytime and Primetime Emmys] as they currently exist, and a lot of that is owed to streaming," Sharp said. "We discovered that

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there was very clearly an appetite to see it presented in that fashion, there was great community excitement for that.”

Sharp used the nod to streaming to emphasize where the current children's and family programming audience mostly resides in today's world: on streaming platforms. “We are trying to position it very much as an award show for the streaming generation because that's what we're honoring.”

The excitement was proven by the number of submissions in its first year, making the Children and Family Emmys the largest competition that NATAS oversees. Some may chalk that to first-year excitement, but Sharp pointed to growth in the sector in recent years. In the past two years, there's been a 23% jump in children's and family programming. Another factor that signaled the need for standalone awards is the difference in techniques of production for an audience of children and teens compared to a program made for adults.

As for the short- and long-term vision for the Children's and Family Emmys, it'll undergo tweaks as it runs through its infant years. In terms of the content being honored, Sharp said he's curious about the various technological innovations in VR and AR programming and how they could become a growing part of the awards. Overall, however, it's about setting a standard for parents to be able to utilize when determining which shows are in the upper echelon.

“Having a well-recognized standard of excellence that has been a mark of excellence for well over half a century that is being viewed by hundreds of professionals in the industry watching the programming and making an evaluation, but not coming from any sort of political worldview or anything like that ... I think can

be very useful for parents and to be that literal gold standard of programming for our kids and our families,” Sharp said.

**TUBI A DIAMOND IN FOX'S PORTFOLIO**

Tubi is Fox Corp's little AVOD engine that could, delivering nearly 30% revenue growth YOY to a total of \$165 million in 1Q23. The quarter was Tubi's best in terms of quarterly viewership with 1.3 billion hours, and the service was key to Fox's 8% YOY growth in advertising revenues. Tubi's success comes at a time of weakness overall for digital advertising, and Fox Corp. CEO Lachlan Murdoch said the increase in total viewing time as well as steady pricing is what is drawing brands in. Investments are being made now to continue to improve Tubi as a platform, but Murdoch characterized them as “very modest” compared to the dollars being invested in most SVODs. “I think particularly in an environment where there is potential economic stress in households, having a free service is a great position to be in, and I think Tubi will benefit, frankly, from any economic chills that people might feel,” he said. “It's the right time to extend our lead.” Political ad revenues are surging going into the midterm elections with Fox confirming it has already beat its fiscal year 2021 record at its local stations, excluding the Georgia runoffs. The company has Senate races in 13 of its 18 markets and gubernatorial races in 17 of those markets. Murdoch refused to share much about the potential combination of Fox and News Corp., saying there is no certainty that such a merger would happen. He did speak to the importance of scale more broadly, calling it important so long as that growth is executed in a focused and targeted way. “What we've seen amongst our media peers over

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last few years are our peers getting bigger through mergers and acquisitions, and so I think scale lends flexibility in many ways,” Murdoch said. “We continue to look at M&A and be very disciplined in how we look at it, but we also do look at the importance of scale particularly over the next couple of years when opportunities in the marketplace will emerge.”

#### YOUTUBE UNVEILS CHANNELS FOR STREAMERS

**YouTube** is following in the footsteps of platforms like **Amazon**, developing a hub for streaming services that will live on its website. Called Primetime Channels, the hub at launch will include more than 30 channels that can be purchased directly through YouTube including **NBA League Pass**, **AMC+**, **Paramount+**, **Starz** and **Showtime**. An early version of the destination is being rolled out in the U.S. starting today and users can find it hidden within the platform’s Movies & TV Hub. Content from the Primetime Channels users subscribe to will be reflected in their YouTube recommendations and search results alongside videos from content creators.

#### OPTIMUM LOSES SONY MOVIE, Z LIVING

**Altice USA**’s contracts for **Sony Movie Channel** and **Z Living** expired as of Nov. 1, with the parties unable to reach a new agreement. The operator is telling **Optimum** customers they can find similar programming on **AMC**, **TCM**, **Starz Encore Westerns**, **MeTV**, **TV Land** and **FETV**.

#### NBA RUMORED TO SELL STREAMING RIGHTS

The **NBA** is looking to sell a streaming-only package as part of its next string of media rights deals, according to a *Front Office Sports* [report](#). Valuations and estimates from sources put the starting bid at \$1 billion a year. The league’s existing nine-year deal with **ESPN**, **ABC** and **TNT** is valued at \$24 billion and is set to expire at the end of the 2024 season.

#### PARROT ANALYTICS DEBUTS CONTENT VALUATION

**Parrot Analytics** is adding to its content measurement systems, introducing new capabilities that can determine the value of a title based on impact. Content Valuation uses a formula that measures a title’s historic and forward-looking impact on user acquisition and retention for a service within each market. It also models various scenarios that determine what distribution platform would be the best for a piece of content in terms of maximizing value and measures whether a move would perform better in theaters or by moving direct-to-consumer. Parrot is in the process of rolling Content Valuation out to studios, distributors, networks and other relevant stakeholders.

#### FIBER FRENZY

**Metronet** completed its first Texas fiber network build in Bryan and is now offering service installation to residents and businesses in its initial construction area. Residents may sign up for speeds of up to 2 gigabits while businesses can opt to receive speeds up to 10 gigabits. As it continues to expand its footprint in the area, residents will receive 30 days advance notice by mail about construction in their neighborhood. – **WOW!** has begun construction on its first greenfield market

in Central Florida. Its fiber network is coming to customers in Altamonte Springs, and the provider believes its residential and business services, including plans offering symmetrical internet speeds up to 5 gigabits, will be available soon.

#### RATINGS

**ESPN** reclaimed the prime P2+ crown for the week, garnering 2.64 million viewers. The sports network enjoyed a 4 million viewership count for the Kentucky vs Tennessee football game Saturday night, which became the third-most-viewed college football game on cable in 2022. **Fox News** wasn’t far behind at 2.56 million, with **Hallmark Channel** (1.22 million), **MSNBC** (1.06 million) and **HGTV** (766,000) rounding out the prime top five. For total day, Fox News was on top with 1.63 million viewers, followed by ESPN and MSNBC with 856,000 and 705,000, respectively. Hallmark Channel came fourth with 659,000, and CNN capped the total-day top five with 468,000 viewers. – **Hallmark Channel**’s Countdown to Christmas continues to bring the presents. The premieres of “Jolly Good Christmas,” “A Cozy Christmas Inn” and “Ghosts of Christmas Always” last weekend became the three most-watched entertainment cable programs of the week among W18+. Countdown to Christmas and **Hallmark Movies & Mysteries**’ “Miracles of Christmas” have reached 19.4 million unduplicated viewers this holiday season to-date.

#### CARRIAGE

**Hearst**’s free streamer Very Local is now available on **Vizio**. The service includes original series with focuses on food, travel, true crime, dating and more. – **Britbox** has launched on **Amazon**’s Prime Video channels in Australia, giving the country’s Prime members the ability to add a subscription to the service to their memberships. The add-on subscription is available for \$8.99AUD after a seven-day free trial.

#### PROGRAMMING

**STARZ** greenlit a second season of “Dangerous Liaisons.” The first season will debut Sunday at 8pm on the linear network and be available for streaming on the STARZ app and **Lionsgate+** in Europe, Latin America and Japan. – **Nickelodeon** and **Mattel Television** greenlit a sequel to “Monster High The Movie.” Production on the TV film will begin in January with the program set to air on Nickelodeon and stream on Paramount+ in 2023.

#### PEOPLE

**The CW** added *Rebekah Dopp* as EVP, Distribution, Strategy and Affiliate Relations, effective immediately. She’ll manage distribution and affiliate relations with the network’s station group partners, reporting to **Nexstar** President/Chief Distribution and Strategy Officer *Dana Zimmer* as well as The CW President *Dennis Miller*. She joins from **Google** where she served as Global Head, DEI, Brand and Reputation. *Beth Feldman* is also joining as SVP, Network Communications. She takes over the role from *Paul Hewitt*, who is leaving the network after 22 years. – Longtime **Openvault** executive *Larry Foland* is making the move to **CableLabs** to take on the role of Regional VP, Sales.