

# Cablefax Daily™

WHAT THE INDUSTRY READS FIRST

## Go Time: Addressable Advertising Charges On, Still Work to Do

The advertising industry has been yearning for market turbulence to subside amid uncertain economic pressures and splitting mediums of measurement, and the continued rise of addressable advertising may help streamline the next era of how companies reach customers. **Go Addressable's** third annual addressable TV advertising summit Wednesday served as another step in addressable's ascent, but there's still work to be done before more jump on the bandwagon.

The buildup around addressable advertising has been on a steady incline since Go Addressable was created as an initiative back in 2021. On Monday, the group announced it became an official non-profit trade organization, bolstering momentum after it secured more commitments and funding from companies. As *Brad Stockton*, SVP, U.S. National Video Innovation at **Dentsu**, eloquently put it, "The nerds are taking over," alluding to the intricate use of data to best match advertisers with intended audiences.

The stats show it, too. In 2023, 40% of addressable TV advertisers plan to spend more on addressable in 2024, according to [research](#) from Go Addressable and **Advertiser Perceptions**. Approximately 85% of advertisers report being satisfied with the opportunities addressable provides, and 50% of non-users intend on using addressable in 2024—double the 25% figure recorded in 2021.

"In a world where brands are prioritizing proof and performance, we need to make sure that those dollars are not just

flowing toward search and social and the big tech companies," **DirectTV** Chief Advertising Sales Officer **Amy Leifer** said in the summit's opening remarks. "Addressable is really that ideal combination of sophisticated targeting and measurement put on the big screen where viewers are receptive to ads, and where [advertisers] know their message will be seen."

Currently, the monthly average of linear advertising minutes since Go Addressable's creation is 68 billion minutes—up 29% compared to what was recorded in the same survey in 2022. Overall, 53% of advertisers think addressable advertising is improving every year.

But even with momentum, it's not a perfect science, and there's still a contingent of folks who aren't as keen on addressable compared to other means of advertising. "I think the only barriers are kind of fallacies in terms of myths that we've created as marketers," *Lisa Giacosa*, Chief Investment Officer of the ad agency **Spark Foundry**, said during a panel discussion. "I still see marketers, brand managers come to me and say, 'Well, you've recommended addressable first, but that's more expensive.' It's not. It's actually more effective, and when you look at the effective CPM, it's better than broad linear reach."

Stockton shared Giacosa's sentiment, but added certain models used in addressable still have their problems such as needing a longer time to get information back. Even when that data is received, it's more focused on CPM rather than effective CPM which could then be used to justify higher costs. Another issue lies within legacy planning tools and how they're rooted in probabilistic-based data sets, and when you turn to



**100FX** Cablefax  
100

**Nominate the most influential executives  
in the media, cable & broadband industry  
for a coveted spot on the Cablefax 100 list.**

**NOMINATE BEFORE JAN. 12**

[www.Cablefax100.com](http://www.Cablefax100.com)

a deterministic data set it “breaks the models.”

As Go Addressable assesses what’s next, there lies an ultimate goal of convergence. While convergence has been a buzzword in the cable industry, it was frequently mentioned throughout the summit and how it pertains to the ad space. **Comcast’s** ad technology company **FreeWheel** believes a converged ecosystem is possible after taking a look at the technological foundation of the ad space today.

“We’ve made a lot of progress around this converged ecosystem and the capabilities now really being able to have addressable campaigns and cross-platform delivery at scale across these different environments. The technology foundation is there,” FreeWheel Executive Director, Product Management *Sara Wallace* said. Like addressable advertising in general, though, there are still roadblocks that need to be worked on.

“For our lens, given that technical foundation, a lot of it has to do with making workflows for campaigns and creative simpler,” she said. “Thinking about the data that supports a converged ecosystem, making sure all these components are really coming together in a way that is simpler and more interoperable in the future and sort of continues to push that forward.”

For audience measurement companies like **Nielsen**, it’s about solving a different puzzle for addressable and connected TV even with the capabilities being similar in terms of being impression-based, data-driven and the results. *Angela Girardin*, SVP Product Sales for **Nielsen One Ads+**, knows accurate measurement is a key cog in adding credence to addressable’s abilities.

“From a convergent TV perspective, it shouldn’t matter where the video is being surfaced. We just need to make sure that it’s measured, and for Nielsen, it’s at an impression level,” Girardin said. “We need to make sure that there is a consistent and comparable metric that’s used across each of the platforms.”

.....

## DISNEY LINEAR NETWORKS NOT FOR SALE, IGER SAYS

**Disney** CEO *Bob Iger* does not want to sell the company’s linear networks any time soon, he said during an appearance at the *New York Times DealBook Summit* Wednesday. He said that while he floated the idea that certain linear assets may no longer be core to Disney during a **CNBC** interview in July, those statements were never meant to be taken as representations of the company’s solidified strategy moving forward. Rather, he wanted to let Wall Street know that he wasn’t blind to the challenges around linear and that Disney was looking at every possible option on how to better run that business. “Like all of our assets, we are constantly evaluating what is their value to the company today, what could their value be tomorrow and is it a growth business,” he said. Iger also confirmed that he

## The WHO and the WHY

CFX’s spotlight on recent new hires & promotions



MATT  
**Graham**  
SVP, DTC AND STREAMING BUSINESS  
DEVELOPMENT  
TENNIS CHANNEL

### 3 THINGS TO KNOW

- Tennis Channel named Matt to this newly created position as the network prepares to launch its DTC product in 2024. He’ll work alongside President Ken Solomon on the strategy around the product’s development, launch and distribution as the network looks to become available to all U.S. viewers for the first time in its 20-year history. Matt will report to EVP/COO/CFO Bill Simon.
- Matt is no stranger to the DTC space. He was GM of Acorn TV and Sundance Now at his previous company, AMC Networks. Matt helped Acorn TV expand to over 24 countries and increase its audience by 20X, while also ushering in several awards for the SVOD including two Emmys. This growth led to Acorn TV to be North America’s largest streamer specializing in British and international programming.
- Matt spent six years at PBS Digital before arriving at AMC Networks. He co-created and led the web-original programming division PBS Digital Studios, which sought to reach diverse and young audiences through online video content. Matt managed the development of 30+ original digital series, garnering five Webby awards and a Mashie for the best YouTube Brand channel.

will be leaving the company when his current contract expires in 2026. He said when he got the call from then-Chair *Susan Arnold* about leadership changes at Disney, he was not seeking to return to his former home and wasn’t sure he ever would. He admitted that he was frustrated watching the company in the time after he stepped away when *Bob Chapek* was in the CEO role, and work has been done to ensure that Iger’s next successor will be a better fit. “I’ve done my own postmortem just so that we as a company don’t do it again, what did we do wrong, and we’ve discovered certain things that perhaps we could have done better, but there were also a lot of unknowables,” he said.

.....

## CIENA READY FOR BEAD PROJECTS

**Ciena** is adding domestic manufacturing to its plans for next year thanks to an expanded deal with global manufacturer **Flex**. In mid-2024, Ciena is expected to begin production on pluggable optical line terminals as well as optical network units at a U.S.-based

Flex factory, and Flex will provide specialized optical transceiver assembly, supply chain services and more. The deal will open the door for service providers to use Ciena products as they work to comply with the BEAD program's Buy America requirements.

## KANSAS OKS INTERNET HUB GRANT

Kansas Governor *Laura Kelly* and her administration OK'd a \$5 million grant for the construction of the state's first carrier-neutral Internet Exchange Point. The facility, to be built adjacent to Wichita State University's Innovation Campus, will be constructed, owned and operated by Connect Nation Internet Exchange Points, LLC, a JV between Kentucky-based nonprofit **Connected Nation** and entrepreneur *Hunter Newby*. Local and regional networks will be able to use the facility to exchange data traffic with each other as well as cloud services providers and content networks. Wichita State University will provide a 40-year ground lease for the facility as an in-kind matching contribution to the grant. Construction is expected to begin in January and will take approximately 18 months.

## BREEZELINE BOOSTS WIFI APP WITH NEW FEATURES

**Breezeline** updated its WiFi Your Way app to make it easier for residential and business customers to manage and optimize their WiFi coverage. The provider improved navigation and now allows customers to customize their homepage layout with what is important to them. A web-based admin portal is now available for business customers, giving them the ability to manage guest usage. A Magic Link option has also been introduced to make it easier for users to sign into their accounts.

## NHL SIGNS ON FOR ESPN BET

**Penn Entertainment** and the **NHL** agreed to a partnership Wednesday that sees **ESPN Bet** and **theScore Bet** become official sports betting partners of the league in the U.S. and Ontario, respectively. ESPN BET and theScore BET will have access to IP rights as well as media and marketing integrations across NHL programming and other league experiences.

## PEACOCK FOR INSTACART+

**Peacock** is **Instacart+**'s first-ever streaming partner, and it is now available to all Instacart+ members in the U.S. at no extra cost. To promote the partnership, Instacart and Peacock are debuting a custom ad spot with iconic holiday scenes from shows and films that call Peacock home including "The Office" and "Parks and Recreation." It will run across **NBCU's** linear, social and streaming platforms. Instacart will also be featured on NBCU programs like **Bravo's** "Watch What Happens Live with Andy Cohen" and NBC's "Christmas in Rockefeller Plaza."

## AARP'S PARAMOUNT+ SAVINGS

**Paramount+** and **AARP** signed a deal making the service the organization's exclusive streaming partner. New and returning subscribers in the U.S. who are AARP members are eligible for 10% discounts on both the Paramount+ Essential and Paramount+ with Showtime monthly and annual plans.

## AT THE COMMISSION

The **FCC's** Enforcement Bureau reached a \$23.5 million settlement with **TracFone Wireless** to resolve an investigation into whether it violated rules of the Commission's Lifeline and/or Emergency Broadband Benefit programs. After **Verizon** acquired TracFone, the company self-identified and reported to the FCC and the Universal Service Administrative Company times in which it may have violated the Lifeline and/or EBB rules. That included improperly considering a subscriber's receipt of an inboard text message as constituting qualifying Lifeline usage and claiming support for a group of customers who were enrolled in both programs, but did not use one of the services in the prior 30-day period. TracFone has agreed to compliance measures and a \$17.487 million civil penalty in addition to \$6.013 million to resolve a 2020 Notice of Apparent Liability for other apparent Lifeline violations.

## CARRIAGE

**Fox Weather** is now available on **DISH** and **Sling Freestream**. It will be available to DISH customers on the America's Top 120, 200 and 250 packages and through the DISH Anywhere TV app. Sling customers can access it via the Sling TV app or on Sling's website.

## RATINGS

College football and basketball boosted **ESPN** to the No. 1 spot in both weekly primetime and total-day ratings among cable networks. The sports giant led the week in prime with 3.36 million viewers P2+, but was followed by the holiday powerhouse **Hallmark Channel** with 1.63 million. **Fox News** came third at 1.33 million while **MSNBC** and **HGTV** followed with 797,000 and 720,000, respectively. ESPN's total-day mark came at 1.05 million. Fox News was close in second at 997,000 and Hallmark third with 817,000. MSNBC (587,000) and **CNN** (431,000) rounded the total-day top five. ESPN took the monthly primetime crown for November with 2.37 million viewers, with Fox News and Hallmark behind at 1.73 million and 1.35 million, respectively. Fox News was first in total day at 1.18 million, followed by ESPN (868,000) and MSNBC (778,000). – The eight-game slate for the inaugural **NBA** In-Season Tournament this month on **ESPN** averaged 1.52 million viewers, according to **Nielsen**. That's up 20% when put up against comparable Friday games in November 2022, which saw an average of 1.27 million viewers. The most-watched game came Nov. 10 with the Lakers and Suns averaging 1.93 million on ESPN.

## Think about that for a minute...

### Short Takes

Commentary by Steve Effros

There was a fleeting moment when I thought that maybe I could cut down on the number of columns I write each month as we approach the new year. What the heck, so many of the issues I write about have been with us for years. Wrong.

Copyright, retransmission consent, regulatory efforts to either constrain or promote different approaches, court decisions, Congressional action or inaction. It's been a consistent merry go round for a very long time. But no, it turns out that so many things are happening at the same time now, and they all influence each other, that trying to keep up with it all and figure out a way of explaining potential implications could take up all my time, let alone less of it! Here are a few of the things we all need to be watching right now. I'll deal with all of them in more detail in future columns, but for now, this is just a "red flag" list of things coming up.

First on the list is the shift from "NN" (Net Neutrality) to "DD" (Digital Discrimination). That's what the FCC is now focusing on. It's just a new way of trying to establish that the Commission has the jurisdiction to actually regulate rates for services within its purview (that's us) but of course they won't say it that way. Briefly, what they've adopted is a rule saying that since they have been given the job of eliminating alleged discrimination in access to digital telecommunications, i.e., broadband, they not only have the power to promote widespread development of broadband access, they also have the power to regulate in the name of eliminating such discrimination they find based on "disparate impact." The Commission claims for itself the power to regulate all aspects of the policies and practices of Internet providers, and also, as has been noted elsewhere, of landlords, banks, construction firms, unions, advertising, and other business sectors!

In other words, it's not that anyone has been found to intentionally do anything that results in discrimination, but if "impact" is found, they can regulate anyway. Does that include a finding that higher prices have a "discriminatory impact?" Or "bundling," or tiered pricing? Don't know, but the breadth

of this new regulatory power grab is pretty stunning. My bet is the courts will have a problem with this almost limitless and essentially undefined claim of authority over private business.

Speaking of the courts, I've already mentioned that the Supreme are about to take up cases that are likely to challenge if not eliminate the "Chevron" Doctrine, which has allowed regulatory agencies to define their own powers. The Court will probably shift the focus to "major questions." If it's a "major question" with significant impact and it's not specifically in the statute, Congress will have to fix that first. The agency or Commission won't be able to simply claim jurisdiction. This is going to be a huge change in administrative law.

Another one of those potential significant changes will be argued this week in the Supreme Court. It could result in the entire process of adjudications by "administrative law judges" being upended and future Presidents being able to get rid of any judges they don't like! Lots of potential danger in this one!

And then there's the suggestion by the FCC Chair that they want to get rid of "hidden fees," starting with the notion that we should not be able to sell subscriptions on anything other than a daily basis! If someone wants to quit in the middle of the month, then they don't have to pay for the remainder of their contracted month. Of course that wouldn't affect streaming services, only broadband operators within the Commission's jurisdiction! Well, you get the idea, there's lots to consider in the coming year!



Steve

T:202-630-2099  
steve@effros.com

*(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)*

**Cablefax**  
**MOST POWERFUL WOMEN**

**OUR MOST ELITE CABLEFAX AWARDS EVENT**

**THE EDISON BALLROOM  
NEW YORK CITY  
DECEMBER 6, 2023**

**ATTEND**