VAB ANALYSIS SHOWS TELEVISION LEADS AUDIO

Millennials may be television’s challenging demo, but a fresh analysis of their video habits by the Video Advertising Bureau shows 18- to 34-year-olds still spend a majority (55%) of their average daily time watching video with live and time-shifted TV. That amounts to two hours of the three hours and 40 minutes that Millennials spend each day with video. Another hour and 10 minutes each day goes to TV-connected devices, compared with just 16 minutes of video viewing on smartphones.

That pattern holds up on a weekly basis too. VAB says across the extended timeframe, 18- to 34-year-olds give traditional TV viewing 56 percent of their weekly viewing time, or just more than 14 hours per week.

But how does TV stack up to social media, streaming radio or YouTube? It’s not even close, the cross-platform analysis shows. At any given minute there are nearly 5.3 million Millennials watching TV in the U.S. That compares with the 2.2 million watching YouTube or the 1.1 million listening to Spotify. In other words, more than twice as many people are watching ad-supported TV than YouTube, and five-times more are watching TV than Facebook at any given minute.

Beyond Millennials, the VAB data shows at any given minute there are nine-times more Adults 18+ watching multiscreen TV brands than YouTube. And even when Americans are viewing content online, their top picks are from ad-supported broadcast and cable TV networks.

Traditional TV still pulls in its best numbers with older demos. Among Adults 35-49, the VAB analysis shows three-quarters of their average daily video viewing goes to live or time-shifted TV. That adds up to three hours and 41 minutes per day. When viewers over 50 are added, TV’s share jumps to 80 percent, or four hours and 21 minutes daily.

So when are Americans watching? Nearly a quarter (22%) of time spent comes during primetime. Another 7 percent comes during prime access, and 16 percent of viewing is logged during early fringe. Mornings have grown into an important daypart for a lot of local stations, but viewers don’t stick around for long. The data shows 8 percent of total viewing happens from 6 to 9 AM.

One advertiser concern that may still be bigger than actual viewing habits is time-shifted viewing. Despite the fact that it’s never been easier to watch a show when you want to, the data shows 88 percent of all viewing remains live TV. And it’s not the Millennials who are most likely to time-shift. Rather, it’s 35- to 49-year-olds. That’s likely more a reflection of their stage of life than their media choices. The numbers, based on Nielsen data, also show little difference among various ethnic groups.

ADVERTISER NEWS

Whole Foods is raising prices again, The Wall Street Journal reports. Amazon.com slashed prices at Whole Foods after acquiring the natural grocer in 2017, aiming to counter its reputation for high costs. Now, pressure from consumer-product makers to cover rising costs for packaging, ingredients and transportation has led Whole Foods to raise prices on hundreds of products. The grocer raised prices this month on dozens of items from Dr. Bronner’s soaps to Häagen-Dazs ice cream, according to an email viewed by the newspaper. A separate company email listed 550 additional price increases on products including crackers, olives and cookies... Will Toys R Us rise again? It liquidated its business last year in the U.S., taking with it its Geoffrey the giraffe mascot. Now, former executives of the company are reportedly working together under the name Tru Kids Brands to revive the Toys R Us and Babies R Us brands in some form. The Associated Press reports that the company is “exploring various options including freestanding stores and shops within existing stores.” E-commerce is part of the plan, too. The goal is to make this happen by the 2019 holiday season, the AP writes... Under Armour, buoyed by sales of the company’s Curry 6 and other top items, was able to reduce its inventory levels 12 percent in the last quarter, enabling it to reduce discounts and raise profits. Reuters says the athletic wear brand reduced its online markdowns between 10 and 20 percent during the quarter, according to analysts at William Blair... Foot Locker is wading deeper into the digital world with its $100 million investment in the online sneaker resell platform Goat Group, the start-up’s CEO told CNBC. The partnership with Goat, which was seen as a threat to the footwear industry, marries the leading sportswear retailer with the largest secondary marketplace for authentic sneakers, Goat Group’s Eddy Lu said. Foot Locker runs more than 3,000 brick-and-mortar stores across the globe... ESL Investments, the hedge fund run by Sears Holdings Corp. chairman Eddie Lampert, has completed its acquisition of the bankrupt company for approximately $5.2 billion. Following its ongoing (and previously announced) round of store closures, the new Sears will be made up of 223 Sears and 202 Kmart stores, along with such brands and operating businesses as Kenmore, DieHard, Craftsman, Sears Home Services, Sears Auto Centers and Innovel.
NETWORK NEWS

The venerable late-night program Last Call with Carson Daly will wrap its 17-year run on NBC with star Carson Daly stepping away to concentrate on other duties, the network says. The date of Daly’s final telecast is TBD but will be later this season. At its conclusion, Last Call will have recorded 2,000 episodes... ABC has given a late pilot order to a single-camera comedy from writer Jessica Gao. The untitled series is about Janet Zhao, a first-generation Chinese-American woman who struggles to set healthy boundaries with her exhausting family. When her wealthy grandmother dies and names Janet the sole inheritor, she suddenly finds herself the unwilling new matriarch of the family... Summer NBC staple America’s Got Talent will feature the arrivals of actress Gabrielle Union and dancer Julianne Hough as judges in place of Heidi Klum and Mel B. Union and Hough will join Simon Cowell and Howie Mandel. Terry Crews, the host of America’s Got Talent: The Champions, will serve as host in place of Tyra Banks... The Walking Dead alumna Sarah Wayne Callies is set as the lead of Council of Dads, NBC’s drama pilot inspired by Bruce Feiler’s book. Love Is star Michele Weaver and Agents of S.H.I.E.L.D.’s J. August Richards co-star in the project, the story of Scott Perry and his family, whose lives are thrown into upheaval when he gets a potentially terminal diagnosis. Facing his mortality, he and his wife, Robin (Callies), assemble a group (council) of carefully chosen friends to support his family.

TV POLITICAL DISCLOSURES ON FEC RADAR

A post by David Oxenford at Broadcast Law Blog says broadcasters need to pay attention to a recent FEC notice of its receipt of a Petition for Rulemaking that proposes changes to the textual disclosures made in TV political ads.

Right now, the post says, the written disclosures of the sponsor of political ads need to run at 4 percent of vertical picture height for not less than 4 seconds – the same requirement reflected in both the FEC and FCC rules. The proposal, on which the FEC seeks comment, suggests that the screen height requirements in the current rules are outdated in the digital television world.

According to the Petition, current industry guidelines for a normal disclaimer size is 22 pixels (approximately 2% of the vertical picture height) using HD resolution. Thus, the Petition suggests that 2 percent be adopted as the standard for political disclosures when shown on high-definition digital television transmissions, with the 4 percent obligation being retained for standard definition broadcasts.

Oxenford writes that while the FCC is usually the agency that sets details of the broadcast disclosure obligations for political candidate’s TV ads, the FEC has its own rules for political advertising that are binding on the candidates, rather than on the stations. But because these ads run on broadcast stations, the post says, stations need to pay attention to avoid arguments about whether candidate ads are legal.

In addition, he says, FEC rules often get adopted by the FCC. After receiving comments, the FEC will decide whether to commence a formal rulemaking proceeding. Comments on the proposal are due by Monday, April 15.

AVAILS

Inside Sales Representative (WCMC-FM, Raleigh, N.C.). Person to generate qualified new business appointments each week for our sports marketing sales team. 2 years of inside sales experience preferred. CLICK HERE to apply online. EOE M/F. All Capitol Broadcasting Company properties are tobacco free. Capitol Broadcasting Company participates in E-Verify.

KTXL FOX40 Sacramento, a Tribune Company, has an exciting opportunity for an Account Executive to join our forward-thinking and dynamic sales team. We are seeking a creative, highly driven, solution-based seller who is able to showcase strategic and entrepreneurial expertise by building relationships and providing businesses with multimedia solutions that will help them grow in the marketplace. Minimum 1 year direct TV and/or Digital sales experience a plus. Jump into your new adventure by emailing your cover letter and resume to derrick.stasica@fox40.com today. EOE.

WESH 2, the Hearst Television NBC affiliate in Orlando, Fla., has an immediate opening for an experienced Sales Professional. If you are motivated by great compensation, an excellent suite of product offerings and the tools to be successful, look no further. We provide the resources for powerful marketing solutions, you provide client focus and desire to win. Come join one of the fastest-growing markets in the country! CLICK HERE for more information or to apply now. EOE.

WJET, the ABC affiliate in Erie, Pa., and a Nexstar Media station, is currently seeking a dynamic and passionate Local Sales Manager to lead our local efforts. The LSM will be involved in all aspects of the sales operations, including overall budget and market share performance, accurate forecasting, plus inventory control and team development. 3-5 years’ recent television sales management experience preferred with a proven record. Candidate must be a motivational leader with a clear focus on new business! All candidates must APPLY ONLINE. EOE.

See your ad here tomorrow! CLICK HERE for details.

REPORT: AMAZON, GM EYE EV INVESTMENT

Amazon.com and General Motors are in talks to invest in Rivian Automotive in a deal that would value the U.S. electric pickup truck manufacturer at $1 billion to $2 billion, people familiar with the matter tell Reuters.

The deal would give Amazon and GM minority stakes in Rivian, the sources said. It would be a major boost for the Plymouth, Mich.-based startup, which aspires to be the first car maker to the U.S. consumer market with an electric pickup.

The Rivian deal would come as the world’s biggest electric car maker, Tesla, struggles to stabilize production and deliver consistent profits as it rolls out its flagship Model 3 sedan.

Rivian intends to begin selling its R1T, the pickup it debuted in November, in the fall of 2020. The company was founded in 2009 by CEO R.J. Scaringe.
HOUSEHOLD DEBT KEEPS INCHING HIGHER
Household debt rose for the 18th straight period in the fourth quarter, edging up 0.2 percent to $13.54 trillion, the New York Fed said yesterday, even as new mortgage debt fell to the lowest level in nearly four years.

Household debt is now 21 percent above its low point following the credit crisis, MarketWatch reports.

Mortgage originations fell to $401 billion from $445 billion, as last year’s rising mortgage rates crushed refi activity and higher prices limited demand for sales of older and new homes. Balances on home-equity loans fell to the lowest level in 14 years.

But auto loan originations last year reached $584 billion, the best in 19 years, helped as the growing job market encouraged demand for new vehicles. Student debt, now $1.46 trillion, rose for both the quarter and the year, as did credit-card debt.

The New York Fed report highlighted that the new auto loans were mostly to creditworthy individuals, with the overall auto loan stock at the highest quality since the regional central bank started keeping track in 2000.

But the flows of auto loans into serious delinquency kept rising due to past subprime origination, now reaching 2.4 percent, the highest level since the third quarter of 2017. These subprime loans have by and large been made by auto finance companies as opposed to banks or car manufacturers.

According to the New York Fed, 6.5 percent of auto finance loans are 90+ days past due, compared to just 0.7 percent of those made by credit loans.

GRAMMYS RAKES IN $95M IN TV ADVERTISING
CBS pulled in 19.9 million Nielsen TV viewers, up slightly from a year ago, and $95 million in national TV advertising revenue, according to Kantar Media’s preliminary estimates, plus viewing and advertising research.

CBS viewing results showed The 61st Annual Grammy Awards earned a Nielsen preliminary 6.7 rating among 25-54 viewers and a 5.6 rating among the 18-49 demographic, MediaPost reports. Last year, music’s biggest night pulled 19.8 million Nielsen viewers, down 24 percent from 26.1 million in 2017.

Prices for the Grammys were estimated at $1.2 million to $1.3 million per 30-second commercial. Last year, U.S. advertising revenues totaled $96 million, according to Kantar Media, up from $90 million in 2017.

Among paid TV advertisers on the three-hour-plus telecast, Walt Disney Pictures aired five commercials for a total of five minutes, according to iSpot.tv, while Google Phones had four airings at four minutes, Apple Music had seven airings at 3.5 minutes, and Lincoln Motor Co. had six airings at 3.5 minutes.

McDonald’s was next with five airings at 2.5 minutes, followed by MasterCard with four spots at three minutes. Xeljanz had three airings at three minutes, PepsiCo had four airings at two minutes, and Intuit had two airings at two minutes.

TV GRABS MOST MILLENNIAL VIDEO VIEWING
(Continued from Page 1)
The VAB report also shows TV outperforms radio and other audio media not only on overall time spent, but in terms of actions taken.

While 71 percent said they’ve gone online to get more information about something they’d just seen on TV, just 51 percent said something they heard on the radio sent them to the web. And when it comes to the impact of actual advertising, one in four people said they’ve shopped for a product they heard advertised on the radio. That compared with 35 percent of TV viewers who said the same.

Download the full VAB report HERE.

THIS AND THAT
Sensor Tower reports iPhone-generated revenue rose 36 percent last year, reaching an average of $79 per phone. Mobile gaming remains the biggest category, but others are growing dramatically, with an 86 percent increase in spending per device for lifestyle apps...

LAW SUIT: CBS EXECS MADE TIMELY STOCK SALE
CBS Corp. executives sold more than $200 million in company shares before disclosing to the public claims of sexual harassment against former CEO Les Moonves and other network officials, a California pension fund claimed in an updated lawsuit reported by Bloomberg News.

A group of executives, including Moonves, acting CEO Joseph Ianniello, Chief Accounting Officer Lawrence Liding and former Chief Communications Officer Gil Schwartz sold 3.4 million shares from the start of 2017 through mid-2018, before The New Yorker published allegations by women against Moones and others at the network, according to the new complaint, filed earlier this week by the Construction Laborers Pension Trust for Southern California.

MONDAY NIELSEN RATINGS - LIVE + SAME DAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Net</th>
<th>Program</th>
<th>Adults 18-49 Rating/Share</th>
<th>Shares in Millions</th>
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<tbody>
<tr>
<td>8:00</td>
<td>ABC</td>
<td>The Bachelor</td>
<td>1.8/7</td>
<td>6.20M</td>
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<tr>
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<td>NBC</td>
<td>America’s Got Talent</td>
<td>1.7/7</td>
<td>10.42M</td>
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<tr>
<td></td>
<td>CBS</td>
<td>The Neighborhood</td>
<td>1.3/6</td>
<td>7.04M</td>
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<tr>
<td></td>
<td>FOX</td>
<td>The Resident</td>
<td>1.0/4</td>
<td>5.33M</td>
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<tr>
<td></td>
<td>CW</td>
<td>Arrow</td>
<td>0.3/1</td>
<td>1.10M</td>
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<td>Man with a Plan</td>
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<td>5.70M</td>
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<td>The Passage</td>
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<tr>
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<td>CBS</td>
<td>Big Brother: Celebrity Edition</td>
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<td>Black Lightning</td>
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<td>Manifest</td>
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<td>ABC</td>
<td>The Good Doctor</td>
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2/13/2019