HOW THE INTERNET IS CHANGING SPORTS TV

Networks Must Find a Way to Monitize the Web

The media world has talked about the future of sports on television, after layoffs at ESPN and news of cable subscriber losses. BusinessInsider.com says the big question for TV is whether the old business model is tenable in the world of smartphones and social-media.

But when considering the future of sports media, Craig Barry, the head of content for Turner Sports, takes inspiration from an unlikely source: esports.

In the summer of 2016, Turner made its first move into the world of esports with ELEAGUE, which broadcasts professional players of popular video games like “Counter-Strike: Global Offensive” and “Overwatch.”

And it’s been an eye-opening experience for the 25-plus year Turner Sports veteran. “ELEAGUE is teaching us so much about the digital space,” he said.

Esports has been particularly useful in highlighting the difference between a “fan base” and a “community,” he said. A community is engaged, drives the conversation, and decides whether something is good or bad. A community can push Turner Sports to totally change its approach based on the community’s acceptance, or lack thereof.

On the other side, a fan base, historically, has been more passive in terms of what it demands of a broadcaster. That distinction is relevant for the future.

In the digital age, communities rule, and those who want to dominate the next phase of sports media need to understand that. These communities are all about conversation, particularly what’s happening in the swirl of social media. And old-media giants like Turner Sports must react to it.

As social media begins to play a bigger role in sports coverage, the main problem is that it’s hard to make money on platforms other than TV. You certainly aren’t getting the type of revenue you get from cable subscribers.

“The code has not been cracked...” Barry said of monetization on social media platforms. But at the same time, the level of engagement Turner Sports is getting from these places, and in coveted demos, is compelling. “There has to be a value proposition” eventually, if five million millennials are following in coveted demos, is compelling. “There has to be a value proposition” eventually, if five million millennials are following you on a certain platform, Barry said.

One thing Barry thinks has held back the money is a lack of good audience measurement tools, which he said will improve over time.

“I will tell you, ‘engagement’ is most important metric in our industry,” Barry said. The fact is that people, even the cord-cutters and cord-nevers, aren’t going to stop watching sports, Barry said. But you need to meet them where they are, and give them the type of content they want.

Advertiser News

Fiat Chrysler responded to the civil suit filed against it by the Justice Department by denying any wrongdoing and suggesting a software update is all that’s needed to address regulators’ concerns about excess diesel emissions. A lawyer for the automaker also would not concede the vehicles in question actually do produce excess emissions, saying there are complicated regulations about emissions control devices. Sears’ domestic same store sales were down 12.4% in its first fiscal quarter, noting declines in the home appliances, apparel, and lawn & garden categories. Comps were down 11.2% at Kmart with particular weakness in the grocery & household, pharmacy, apparel and home categories. And the company remarked “advertising expense declined as we shifted away from traditional advertising to the use of Shop Your Way points awarded to members”... There haven’t been many retailers beating expectations in the current round of quarterly reports that have been coming out, but Best Buy provided an unexpectedly good report with its comp sales up 1.6% and online comp sales up 22.5%. CEO Hubert Joly said “our revenue was higher due to strong performance in gaming, a better-than-expected result in mobile and the improvement of overall sales trends due to the arrival of delayed federal tax refund checks”... The Wall Street Journal reports private equity firm Cerberus Capital Management is working in tandem with American Eagle Outfitters to make a possible bid for Abercrombie & Fitch. The paper notes there may be competition in the bidding from other buyout firms and also from Express Inc... Another apparel retailer, Chico’s FAS, had a discouraging quarter with same-store sales down 10% at its namesake chain and off by 9.7% at smaller sibling White House Black Market. Comps for the rest of the year are now predicted to be down in the mid-single digits... Convenience Store News reports A&W Restaurants is expanding into the convenience channel with five c-store/restaurants due to open this year and six more in development.

The new Comcast Spotlight is here.

Are you a sales leader that seeks excitement and the chance to sell across all screens? If so, we should connect.

Featured Openings
Vice President of Ad Sales, Automotive
Detroit, MI
Regional Director of Sales, Automotive
Bethesda, MD | Detroit, MI | Miramar, FL

Plus many more across all levels

Apply Today | https://jobs.comcast.com
keyword “Spotlight”
CABLENET CHATTER

Freeform has announced that it will feature a Monday night programming block of back-to-back episodes of fan-favorites Shadowhunters and Stitchers. The night will begin with the summer premiere of Shadowhunters, and the season three premiere of Stitchers. The shows begin on Monday, June 5th at 8 PM (ET)......Several companies have pulled advertising from Sean Hannity’s Fox News Channel primetime show as he continues to push a conspiracy theory surrounding the death of a DNC staffer. One advertiser said in a statement, “Cars.com’s media buying strategies are designed to reach as many consumers as possible across a wide spectrum of media channels. The fact that we advertise on a particular program doesn’t mean we agree or disagree, or support or oppose, the content. We don’t have the ability to influence content at the time we make our advertising purchase.” The company’s statement went on to say, “In this case, we’ve been watching closely and recently made the decision to pull our advertising from Hannity.” Peloton, a company in the exercise business, tweeted that it had directed its media agency to stop advertising on Hannity’s show as well, pointing out that it would take “a few days” to take effect. Hannity and Fox News have aggressively pitched the theory that DNC staffer Seth Rich’s murder was ordered by political operatives in retaliation for leaking DNC emails to WikiLeaks. Police have said that Rich’s unsolved murder was a case of a robbery gone awry. Fox News released a statement saying that Hannity would return to his show on Tuesday of next week after a Memorial Day vacation to tamp down speculation that the controversy could escalate further......The President Show on Comedy Central has picked up an order for seven more episodes for a total of fifteen for the first season. The President Show was created by Anthony Atamanuik, who hosts as Donald J. Trump, and airs Thursdays on Comedy Central at 11:30 PM (ET) following The Daily Show. The order extension will take it through Labor Day and if it is renewed beyond that, it would likely move to a primetime spot. The Daily Show Spinoff with Jordan Klepper is slated for a fall launch, airing Monday-Thursday at 11:30 PM (ET)......Warner Bros. Animation has kicked off production for DC Super Hero Girls for the Cartoon Network. The series will follow not-so-typical teenagers as Wonder Woman, Supergirl, and Batgirl. Not only do they deal with protecting the citizen of Metropolis along with their superhero friends, the also try to manage a social life. The new series builds on the DC Super Hero Girls direct-to-video movies as well as digital webisodes launched in 2015 on YouTube......Space Channel is preparing a special episode of Space’s Deepest Secrets that will examine mysterious signals from space. The special will explore the recent discovery, confirmation, and on-going attempts to understand the origin of Fast Radio Bursts (FRB’s). Theories of their origin range from colliding stars to alien beacons created by an advanced civilization. Space’s Deepest Secrets: Strange Signals from Alien World premieres on the Science Channel Tuesday, June 6th at 9 PM (ET).

CABLE SPOTS RETURNS TUESDAY, MAY 30th