FEWER STEPS COULD HELP LOCAL TV KEEP AD $ 

BIA Advisory Services says local broadcast TV will remain the dominant local video advertising platform accounting for 63% of the dollars spent by marketers this year. Local cable ranks second with a 19% share. Those shares are projected to hold through the next five years even as desktop and mobile video attracts new dollars to the local video marketplace. But how those buys are made is changing. “2018 is the first time we’re seeing some major use of local broadcast TV automated workflow platforms,” BIA managing director Rick Ducey said on a recent webinar.

Cox Media-owned Videa has already seen $100 million of automated buys from 36 agencies move through its platform so far this year. “We are starting to reach the tipping point,” VP Brett Adamczyk said.

Publicis Media’s automated platform Publicis Media Exchange (PMX) is another system in the market. By PMX president Frank Friedman’s count the traditional way of buying TV required 30 steps to get a spot on the air in a labor-intensive process that not only has allowed a significant amount of money to “leak off” to digital but actually led some frustrated agency employees to quit. He said automated buying doesn’t only solve agency’s headaches but there are benefits for sellers too. “We’re able to track buys as they’re running and so we’re posting in real-time,” Friedman said. “Our ability to get billing cleared and paid is going to be dramatically better.” So what had taken 45 to 90 days for an agency to pay a station for a spot is now achieved in a week.

Sinclair Broadcast Group participated in a PMX pilot and VP J.W. Linkenauger said getting paid faster is “always the Holy Grail” for TV stations. But he said Sinclair’s big motivation was to help develop standards for the automated sales process recognizing not every company will use the same software or vendor. “Right now those standards aren’t set and moving data around is still problematic and we’re still struggling to get an end-to-end solution,” Linkenauger said. And Sinclair—which is a developer of ATSC 3.0—thinks things are only going to get more complicated when stations can sell addressable advertising rather than broadcasting a single spot to every viewer. “It’s important that we try to get some things locked-in now because if we don’t, it’s never going to scale in the future as inventory becomes more interesting,” Linkenauger said.

BIA’s Ducey thinks as the use of automated platforms grows it will also help local TV get the credit it deserves. “Marketers can see what they’re getting with their spend,” he said.

(Continued on page three)
NETWORK NEWS
The Tuesday night episode of ABC’s Roseanne reboot once again was the top show of the night. The comedy posted a 2.5 adult 18-49 rating and reached 10.3 million total viewers, according to Nielsen. However, Roseanne’s numbers were down by 26% in the demo and 23% in total viewers compared to the delivery of the last week’s installment. NCIS on CBS was the winner of the night in total viewers with 12.1 million. This marked the first time Roseanne has been beaten in either measure since its March premiere…With the airing of the 636th episode Sunday night, The Simpsons on Fox became the longest-running scripted series in TV history. The classic animation series broke the record set by Gunsmoke that aired over 20 seasons between 1955 and 1975. The Simpsons premiered on the Fox Network December 17th, 1989 and is currently in its 29th season……Another veteran member of the cast of Arrow on the CW network will not return for the seventh season. TVLine is reporting that Paul Blackthorn, who plays Quentin Lance, the lawman-turned-mayor of Star City, is exiting the drama as a series regular. The news comes just weeks after Willa Holland made her final Arrow appearance as Thea Queen. In addition to Arrow, Blackthorn’s TV credits included The River, The Dresden Files, Lipstick Jungle, Big Shots, 24, and Presidio Med. The season six finale of Arrow will air on the CW Thursday, May 17th at 9 PM (ET)……Just ahead of the May upfront presentations to Madison Avenue ad buyers, both ABC and CBS are faced with significant decisions about three of their flagship comedy hits. The Big Bang Theory on CBS, Modern Family and The Goldbergs on ABC are heading into the final year of their multiple-season renewal contracts. Sources say both networks are working to extend existing deals. The Big Bang Theory is heading into its 12th season next fall with all the cast members under new deals with Warner Bros. Television. The series continues to generate substantial revenues for CBS, and the network used it to launch the prequel spinoff Young Sheldon this past fall. The $52.4 billion pending deal between Disney and Fox is expected to play a larger role in a possible 11th season of Modern Family. The Goldbergs, a comedy set in the 1980’s on ABC, was renewed for two seasons last year and is heading into its sixth season. The comedy has been a solid performer for ABC and recently celebrated its landmark 100th episode.

HULU HAS 20 MILLION SUBSCRIBERS
Hulu now has 20 million U.S. subscribers, up from 17M reported in January. It has grown total engagement by more than 60%. Hulu revealed that 78% of viewing on the service takes place in the living room, on connected TVs. Hulu also announced that subscribers will now be able to download content to watch on the go. It’s a function that ad-free Netflix has been offering for some time, but Hulu’s move means advertisers will now have the chance to reach consumers even when they’re watching without an internet connection: The downloadable content will include ads, the company said during its NewFront presentation.

AVAILS
KCTV5 in Kansas City seeks an account executive to solicit new advertisers and increases share of business for existing advertisers. The account executive achieves assigned revenue goals through sale of airtime, internet or other products and services to new and existing clients. This position also serves as an important station representative within the local business community. Minimum two years media sales (TV, radio, cable) background preferred; other business-to-business outside sales considered. CLICK HERE to apply. EOE.

WCAX in Burlington, VT is looking for its next Local Sales Manager. This rare career opportunity is for an experienced sales professional who can excel with top accounts while achieving goals across all platforms. Are you a driven, passionate, highly competitive person who likes to WIN? Do you have a commitment to excellence? Then come work at one of the best television stations and best cities in the country. Google “Greenville, SC Top 10” and see why everyone wants to live here! Click HERE to apply. E.O.E.

VIRTUAL REALITY PARTNERS: NBCU/GOOGLE
NBCUniversal has teamed up with Google to produce virtual reality (VR) content that gives audiences a unique way to experience TV content. These VR projects include original content from NBC’s Saturday Night Live, Bravo Media’s Vanderpump Rules and Syfy Wire, with more NBCU networks, channels and shows to follow in the coming months, including projects from E!, NBC, NBC News, NBC Sports, Syfy, Telemundo and USA Network.

The special content is being made available on YouTube, and can be viewed on the web or using any mobile phone. For the most immersive experience, viewers can watch in VR using Google Cardboard or Daydream View.

NBCU and Google will collaborate on at least 10 multi-episode VR productions that will allow fans to get closer to their favorite shows—placing them inside the scene and allowing them to look all around—by leveraging NBCU’s content and Google’s technology. The experiences are being produced using Jump, Google’s platform for VR video capture that combines high-quality VR cameras and automated stitching. Future select VR experiences will also be available in VR180, a new VR format providing 4K, three-dimensional video.
MILLENNIAL PARENTS SHOP DIFFERENTLY

As Millennials reach their late 20s and 30s, many are reaching their next step in life: parenthood. Findings from the spring edition of the National Retail Federation’s (NRF) quarterly Consumer View report show that these new parents are different from previous generations. “Whether it’s using a subscription service to make sure diapers don’t run out or going online to research the best crib or car seat, Millennials shop differently than other parents,” says NRF Director of Retail and Consumer Insights Katherine Cullen.

Born between 1981 and 1994, Millennials are parents to 50% of today’s children, more than 1 million Millennials women become new mothers each year, and Millennials make a significant contribution to the $1 trillion U.S. parents spend annually on raising their children.

Millenial parents differ from other parents both in their lifestyle and shopping choices. According to the report, 40% hold a graduate degree, or more than double the 19% of other parents, and 69% of respondents earn more than the national median income of $59,000 a year, compared with 53% of other parents.

With so much information available on mobile devices, Milenial parents turn to their smartphones at every point during shopping. The study found 78% use their phones to research products (compared with 58% of other parents), 75% to check prices or availability (also compared with 58%) and 71% to pay at checkout or place an order (vs. 51%).

Millenial parents are often in a hurry, and 86% have used same-day shipping compared with just 67% of parents from other generations. And they’re willing to pay for convenience—only 53% expect free shipping on small orders under $50 compared with 66% of other parents. Subscription services—which can supply automatic refills and discounted prices on items such as diapers, formula and baby wipes—are used by 40%, compared with 18% of other parents.

THIS AND THAT

Amazon announced plans to expand its Boston Tech Hub and create an additional 2,000 technology jobs in fields including machine learning, speech science, cloud computing, and robotics engineering. Together with its customer fulfillment facilities, Amazon says it has created more than 3,500 jobs in Massachusetts and since 2011 invested over $400 million in the state……Comcast Cable has come up with a new way to battle cord-cutting. It is boosting Internet download speeds in the Houston and Oregon/Southwest Washington areas with no price increase to customers. However, the no-charge upgrade applies only to subscribers who have certain bundles with both Internet and TV service……Charter Communications is testing its mobile service with 5,000 of its own employees. According to FierceCable, CEO Tom Rutledge told investors that the field trial incudes employees will be going through an “end-to-end sales activation of service process in May."…Payroll processor ADP reports that U.S. private employers added 204,000 jobs in April. That’s the sixth straight month of job growth of 200,000 or more.

ACCOUNT ACTIONS

Following a thorough review beginning in January, Crown Media Family Networks announced that it has selected independent Noble People, New York, as its media agency of record. Working closely with Crown Media’s marketing, social and creative teams, Noble People will oversee strategic media planning and buying for the company’s linear networks, Hallmark Channel and Hallmark Movies & Mysteries including national print, video, radio, digital, social and out-of-home advertising. In addition, the agency will play a critical role in raising the profile of Crown Media’s recently-launched subscription video on demand service, Hallmark Movies Now, as a distinct destination for Hallmark’s unique brand of entertainment……Adweek reports that Weight Watchers has named MDC Partners’ Anomaly as its new lead creative agency after a review, according to several sources……The Hartford Financial Services Group has named independent Terri & Sandy, New York, as its new creative AOR, succeeding Rodgers Townsend. Crossmedia continues as media agency. The Hartford spent $40.2 million on marketing last year, per Kantar Media.

AUTOMATED BUYING GAINS TRACTION IN LOCAL TV (Continued from page one)

But Adamczyk doesn’t think the move to automated buying will be like flipping a switch for local TV. It will also mean changes for sales reps. “It’s not about throwing people out of jobs,” Adamczyk said. Instead, he thinks the goal is to build the right tools and standards that will address many of the inefficiencies that have plagued local TV for a long time. “When you look at what local media has to offer versus a digital video impression, it’s trading at pretty significant discount for to some of the premium video buys,” Adamczyk said.

TUESDAY NIELSEN RATINGS - LIVE + SAME DAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Net</th>
<th>Program</th>
<th>A18-49 RT/SHR</th>
<th>Total Viewers (Millions)</th>
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<tr>
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<td>Roseanne</td>
<td>2.5/11</td>
<td>10.31M</td>
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<tr>
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<td>ABC</td>
<td>The Middle</td>
<td>1.5/6</td>
<td>6.10M</td>
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<td>Black-ish</td>
<td>1.2/5</td>
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<td>NCIS: New Orleans</td>
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