

NETWORKS TAKE A DEEPER DIVE INTO SPORTS BETTING

ODDS, BETTING INFO MEAN AD DOLLARS FOR TV

Since the **U.S. Supreme Court** in 2018 cleared the way for states to legalize sports betting, the practice has moved out from the shadows and into the limelight faster than most would have predicted, **The Los Angeles Times** says.

Legal sports betting is now available in more than two-dozen states and the District of Columbia, though some allow only in-person wagers rather than online play. Over half the adult population in the U.S. is in a state where some form of sports betting is legal. By 2023, that could grow to more than 80% of adults in the U.S., according to executives.

Global digital betting revenue is estimated to exceed \$43 billion in 2025, up from \$25.5 billion this year, according to research firm **H2 Gambling Capital**.

The **NFL**, which long distanced itself from wagering, now has sportsbooks such as **DraftKings**, **FanDuel** and **Caesars** as official sponsors, a first for the league. The designation entitles the companies to use the league's logo in its advertising, in a deal reportedly worth \$1 billion.

And sports media companies — including **ESPN**, **Fox Sports**, **CBS Sports** and **Turner Sports** — are seeking a piece of the action. "The fact that the leagues have all kind of gotten into that business makes it easier for a rights holder like ESPN or Fox or **TNT** to be in that business as well, because there's no pushback from the league," said **Eric Johnson**, a former ESPN executive.

Deals with sports betting companies have led to more open discussion of odds and betting information during sports programming and an influx of advertising dollars.

Lee Berke, president of the consulting firm **LHB Sports, Media & Entertainment**, said sportsbook companies are putting 80% of their revenue into marketing. Sports betting has exploded as an advertising category for NFL TV rights-holders Fox, **NBC**, CBS and ESPN.

"Let's just say that our fans are really interested in sports betting," **Bob Chapek**, CEO of ESPN parent **Walt Disney Co.**, said last month. "Let's say that our partners with the leagues are interested in sports betting. So we're interested in sports betting."

One ESPN channel, **ESPNNews**, has a constant stream of betting odds data along the side and bottom of the screen as it re-airs the flagship network's news-talk shows.

Berke said that sports TV getting into streaming and multiple telecasts of the same events offers an opportunity to serve the gambling audience without alienating fans who are less comfortable with wagering talk.

"Overall you can see this, sport by sport, they are eager to integrate it in various fashions or provide in particular alternate feeds where gamblers can participate," said Berke. "But at the same time they don't want to cross the line and turn off families and turn off non-gamblers and make everything a bet."

ADVERTISER NEWS

Best Buy said yesterday that it has agreed to acquire **Current Health**, a UK tech company that helps with remote patient monitoring and telehealth. With the move, Best Buy is pushing further into health care — a sector that CEO **Corie Barry** frequently describes as a growth opportunity. She has pointed to several trends that work in the retailer's favor, such as the desire of many baby boomers to age at home; the health-care industry's need to manage costs; and the popularity of watches and other tech that tracks people's health. The consumer electronics retailer already owns businesses that operate in the space... **Macy's** has outlined a slew of sustainability goals in a new report, including plans to cut energy consumption by 10% from the retailer's 2018 levels by 2025 and develop lists of banned substances for its private-label brands. Macy's will also make it easier for shoppers to find sustainable products and start requiring ingredient disclosures on baby care, beauty, personal care and cleaning products by 2025... **Amazon's 4-Star** stores act as both showrooms and fulfillment centers and attract more tourists than the e-commerce giant's other brick-and-mortar concepts, according to retail analysts. The concept, which debuted in 2018 and has since grown to more than



40 locations, features curated, location-specific selections of goods that have won 4-star ratings or higher on Amazon... **Nordstrom** is the latest retailer to join the holiday hiring blitz. The department store retailer said it hopes to hire 28,600 seasonal and regular employees across its U.S. and Canada Nordstrom and **Nordstrom Rack** stores, supply chain facilities (U.S. only) and customer care teams... Regional Northeast grocer **Stop & Shop** is the latest retailer to enter the ultrafast delivery space. It's partnering with **Instacart** to launch **Stop & Shop Express**. The new Stop & Shop Express offering allows customers to shop for an assortment of more than 30,000 groceries, convenience items, and other household essentials delivered in as fast as 30 minutes... **Toyota Motor** in December wants to restart production curtailed by component shortages with a rebound in shipments from pandemic-hit suppliers that may help it claw back around a third of the output lost to supply disruptions, **Reuters** reports. The Japanese carmaker has asked suppliers to make up for lost production so it can build an additional 97,000 vehicles between December and the end of March... **General Motors** said it will recover from supplier **LG Electronics** nearly all of the \$2 billion cost of recalling **Chevrolet Bolt** electric models for the risk of battery fires. GM said LG will reimburse the automaker because of manufacturing defects in battery modules supplied by the Korean company. GM in August expanded a previous recall to include all of the roughly 142,000 Bolts that it has produced since 2016, citing a likely manufacturing flaw that has been linked to at least 13 fires.

CABLENET CHATTER

AMC is further expanding **The Walking Dead** universe with **Tales of the Walking Dead**, a new episodic anthology spinoff series set for **AMC** and **AMC+**. Each one-hour standalone episode of **Tales of the Walking Dead** will focus on both new and established characters set in the world of the original series, which wraps its run after its current Season 11. An initial season of six episodes is expected to go into production early next year and premiere on **AMC+** and **AMC** next summer... **FX's** comedy pilot **The Bear** from **FX Productions** received a full series order set to premiere in 2022. **Shameless** star **Jeremy Allen White** was previously announced as the lead of the half-hour comedy about a young chef who returns to Chicago to run the family restaurant. Also in the cast in leading roles are **Ebon Moss-Bachrach**, **Ayo Edebiri**, **Lionel Boyce**, **Abby Elliott**, **Liza Colón-Zayas**, **Edwin Gibson** and **Matty Matheson** will recur... The **National Basketball Association** said that the members of its **75th Anniversary Team** will be unveiled during special editions of **TNT's NBA Tip-Off** and **ESPN's NBA Today** from Oct. 19-21. The first group will be tapped on Oct. 19 at 6 PM (ET) on **NBA Tip-Off**, hosted by **Ernie Johnson**, **Charles Barkley**, **Shaquille O'Neal** and **Kenny Smith**. The 90-minute pre-game show precedes a doubleheader featuring the **Milwaukee Bucks** playing the **Brooklyn Nets** and the **Golden State Warriors** challenging the **Los Angeles Lakers**.

A RECORD 4.3M WORKERS QUIT JOBS IN AUGUST

Workers left their jobs at a record pace in August, with bar and restaurant employees as well as retail staff quitting in droves, the **Labor Department** reported yesterday.

Quits hit a new series high going back to December 2000, as 4.3 million workers left their jobs. The quits rate rose to 2.9%, an increase of 242,000 from the previous month, which saw a rate of 2.7%, according to the department's **Job Openings and Labor Turnover Survey**. The rate, which is measured against total employment, is the highest in a data series that goes back to December 2000.

A total of 892,000 workers in the food service and accommodation industries left their jobs, while 721,000 retail workers departed along with 534,000 in health care and social assistance.

SURVEY: MACY'S TRUSTED WITH PERSONAL INFO

Macy's took the top spot as the large, multi-brand retailer that respondents trust most in sharing their personal data, according to a survey of U.S. consumers aged 18-49 with household incomes above \$75,000 from **Luxury Institute** and **DataLucent**.

The survey measured the level of trust that digital consumers have in licensing their digital platform data (**Google**, **Facebook**, etc.) and other personal data, to mass, premium and luxury brands in exchange for rewards and benefits.

The **Data Trust Index** (DTI) showed that **Kohl's** was rated very close to Macy's, while **Nordstrom** came in a distant third.

SURVEY: IN-STORE HOLIDAY SHOPPING TO RETURN

Despite the ongoing pandemic, comfort with in-store shopping is set to make a big comeback this holiday season.

More than half (54%) of people overall — and 70% of digital native Gen Z consumers — plan to do most of their holiday shopping in-store this season, according to **Accenture's 15th Annual Holiday Shopping Survey**. Surprisingly, 54% of baby boomers anticipate doing most of their shopping online.

In addition, 25% of consumers overall — and 42% of young millennials (ages 24 to 41) — said that shared experiences such as cooking classes, carol singers and children's play areas could entice them to shop in-store with one retailer over another.

The survey of more than 1,500 U.S. consumers revealed that 34% of consumers overall — and 52% of younger millennials — are worried about stock availability and not being able to buy what they want and need for the holidays. The same number (34%) said they plan to do their holiday shopping earlier this year. Further, 36% said that they have noticed empty shelves when shopping in-store, and 26% said they have noticed more out of stocks this year when shopping online.

A parallel survey 120 U.S. retail executives in the U.S. found that 99% said that they have done something differently this year to ensure supply of stock. And 52% said they've taken extraordinary steps to do so.

ROKU STAYS ON TOP OF U.S. CTV DEVICE MARKET

Roku monthly users will increase by 11.5% this year, reaching 111.7 million monthly users. That's according to a new forecast by **eMarketer**, which says those numbers will let Roku maintain its position as the most-used CTV device in the U.S. market — though **Amazon Fire TV** is catching up.

Roku users now make up a third of the U.S. population.

Despite the strong performance, the research firm projects growth for Roku will slow over the next few years as the U.S. market becomes more saturated.

While Roku has already crossed the 100-million user mark, **Amazon Fire TV** will see growth of 15.4% this year, reaching 97 million monthly active users. Amazon will surpass 100 million users next year.

Roku remains the top CTV platform in the U.S., **eMarketer** says, accounting for 51.7% of CTV users. But **Amazon Fire TV** is much closer now with a penetration rate of nearly 45% among CTV users. **Apple TV's** penetration is pretty low compared with the rest, at only 13.1% of U.S. CTV users.

Roku will hit 126.4 million monthly U.S. users in 2025, while **Amazon Fire TV** will have 118.6 million, **eMarketer** projects.

OUTLOOK: SMART-TV VA TRANSACTIONS TO RISE

Consumer spending via voice assistant (VA)-enabled smart-TVs will reach nearly \$500 million globally by 2023 — up from \$126 million this year, according to a new forecast by **Juniper Research**.

Although smartphones will remain the dominant device for these purchases, the smart-TV will play a key role in helping to monetize digital assistants because of its ability to add visual context to drive purchases, the report says.

Even with the tech industry's focus on smart-speakers, only 12% of households worldwide will have one by 2023, compared to **Juniper's** projection of 72% of smartphones using voice assistants by then.

4.3 million U.S. workers quit their jobs in August, including 892,000 in the food service and accommodation industries.

Labor Department