COMCAST: BIG-SCREEN ADS MAKE BIGGER IMPACT

When it comes to advertising, bigger is better, at least where screen size is concerned. Broadcasting+Cable says that's a shorthand way of looking at a new report from Comcast Advertising titled TV Makes Memories.

The study, conducted with MediaScience, found that the outcomes advertisers seek — attention, connection and repetition — are better achieved via premium long-form TV advertising on a big screen than through mobile digital advertising.

The result was true for commercials appearing on both traditional broadcast and cable TV as well as streaming.

The data shows that unaided recall was 2.2 times higher for the same ad viewed in a big-screen TV environment compared to being seen on a smaller device. Purchase intent was 1.3 times higher.

The study also found that when viewers saw a TV ad before seeing a digital ad, recall and purchase intent were higher than when the viewers saw two digital ads.

"Many of us know instinctually that TV ads are memorable. The jingle that gets stuck in your head, the commercials that make you laugh — all of this is the result of TV’s ability to imprint on your memory in a unique way," Comcast Advertising president James Rooke said.

“This research validates TV’s memorability, proving ads viewed in the long-form, lean-back TV environment have greater unaided recall and purchase intent versus the same ads shown in a short-form, small-screen digital mobile feed. Engagement is a metric that increasingly matters to our clients, and with this research, we’re showing how powerful TV and streaming are when it comes to building that engagement,” Rooke said.

The study also found that ads viewed in the TV environment generated more visual attention as participants watched 71% of the ad, compared to just 30% of digital mobile ads — likely a result of the full-screen viewing experience vs. the distractions inherent with the digital experience.

Participants rated the creative message better when an ad

ADVERTISER NEWS

Tractor Supply has received approval from the Federal Trade Commission to acquire 81 of Orscheln Farm & Home’s stores. The retailer has reached deals to sell 73 locations to Bomgaars and 12 to Buchheits. Tractor Supply announced its plans to acquire Orscheln last year and add its locations to the roughly 2,000 stores it operates...

Roku has launched a suite of smart-home products, including an indoor camera, outdoor cameras (wired and wireless), video doorbells, lights and plugs. The launch comes after Reddit users posted leaked product photos for half a dozen Roku-branded smart home products earlier this week... Members of Delta Air Lines' SkyMiles rewards program will be able to earn one mile for every dollar they spend at Starbucks. The two companies are linking accounts that will see Starbucks Rewards members earning double stars when they make a purchase from one of the coffee giant’s stores on the day of a flight…

Best Buy, Kohl’s and Target are among retailers that will keep their store doors closed on Thanksgiving Day before reopening on Black Friday. REI recently said it would permanently close its stores on Black Friday as well…

Walmart Healthcare Research Institute, the largest U.S. retailer's new healthcare research service, will find participants for clinical trials, and Walmart also host MyHealthJourney, a patient portal that helps people find upcoming research trials and track their care...

Nissan is broadening the age and mileage eligibility in its certified pre-owned program through a new offering called Certified Select, which will also include certain non-Nissan vehicles. Vehicles up to 10 years old with up to 100,000 miles will be included in Certified Select, which provides an 84-point inspection and six-month/6,000-mile limited warranty and roadside assistance, the automaker said in a news release... General Motors has revealed a new version of its Chevrolet Trax — the brand’s entry-level crossover —

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FIOS COULD SOON DROP NEXSTARR STATIONS

More than a dozen Nexstar stations could be dropped by Fios by the end of this week if the two sides don’t come to a new carriage agreement. Fios’ contract with Nexstar expires tomorrow and the two have yet to agree on new terms, with Fios claiming that Nexstar is proposing a 64% increase. A total of 15 stations on the East Coast, including those in New York, Philadelphia and Washington, D.C., as well as Nexstar’s Newsnation cable news service could be dropped from the Fios lineup if an agreement is not reached by midnight tomorrow.

Carriage disagreements that occur during the NFL/college football season tend to up the pressure for both parties to resolve their disputes quickly. Fios had another carriage dispute with Tegna earlier this year, which resulted in Tegna’s stations being removed from Fios during the all-important NFL playoff season. An agreement was reached after several days.

• The struggling regional sports programmer Pac-12 Networks has filed suit against Dish Network, claiming that the pay TV service has improperly withheld licensing fees. The heavily redacted lawsuit, filed in a Colorado federal court, was obtained by the San Jose Mercury News, perhaps the most dialed-in reporter covering the troubled regional sports network and its equally turmoiled parent, the Pac-12 athletic conference.

NON-TESLA EV BRANDS ARE GAINING MOMENTUM

Hyundai Motor Group has out-galloped Ford Motor for the No. 2 spot in the U.S. EV horse race. Through August, the South Korean automaker reported 43,072 new registrations of electric vehicles across its Kia, Hyundai and Genesis brands — accounting for a combined 9.4% share, according to data from Experian Automotive.

• Certified pre-owned sales fell more than 11% year-over-year in September and were off 5% from August, according to a Cox Automotive analysis of Motor Intelligence data. With 201,707 CPO vehicle sales, September marked the softest sum in seven months. And through nine months, year-to-date certified sales are at 1.84 million, down 15% from the 2.16 million in the first three quarters of 2021, Cox said.

THIS AND THAT

U.S. suppliers raised prices in September after cutting them the prior two months, possibly indicating some inflation pressures are picking up again, The Wall Street Journal reports. The producer-price index, which measures the prices that suppliers are charging businesses and other customers, rose a seasonally adjusted 0.4% last month compared with a revised 0.2% decrease in August, the Labor Department said yesterday. Higher food prices and home-heating costs drove the increase... General Motors is starting an energy business to sell power-storage units and services to homeowners and commercial clients, an offshoot of the automaker’s battery-development work for electric vehicles. GM said the new division, called GM Energy, will help customers transfer electricity from an EV or battery-storage box to a home or building.

ABBVIE STILL LEADS TV DRUG AD SPENDERS

AbbVie’s autoimmune JAK inhibitor Rinvoq topped the TV drug ad spending list for the third month in a row, keeping fierce rival Regeneron in second place.

That’s according to iSpot.tv, which found that AbbVie spent $29.8 million on four TV spots for Rinvoq last month, putting it at the top for September. But it was a close-run situation last month, as Regeneron and Sanofi’s autoimmune drug Dupixent was second with $29.4 million, just $400,000 less than AbbVie spent on Rinvoq. The amount was enough to nudge Dupixent up one place on August, though.

AbbVie closed out the top 3 with its other autoimmune drug Skyrizi with $19.8 million in spend, down one spot vs. the August rankings. All three drugs continue to vie for both market share and screen time.

While the podium places are all familiar faces, we have a new contender in the form of Pfizer’s COVID vaccine Comirnaty, coming in fourth.

Pfizer spent $16.7 million last month on two TV spots, massively up on the $2.5 million spent in August. In fifth was GSK’s asthma and COPD drug Trelegy.

FOX CORP., INNOVID IN CROSS-PLATFORM DEAL

As major cross-media measurement deals are increasingly being formed among legacy TV network-based companies, Fox Corp. has struck a multi-year partnership with Innovid for the measurement company’s cross-platform TV service. In particular, Fox is looking to boost business for Tubi, its free, ad-supported streaming service.

InnovidXP uses a national footprint of household-level data from smart TVs, automatic content recognition (ACR) and connected TV (CTV) ad impressions, from its cross-platform measurement offering a deduplicated view of audiences, which will be used by Fox TV networks and the Tubi platform.

The new deal will allow Fox to manage in-flight campaign efficiency and effectiveness and advertising frequency and will reveal media and creative optimizations. This data will be available to connect TV to online and offline outcomes.

PRICE INCREASES DRIVE GAINS IN SOUP SALES

With strong consumer demand for at-home meal solutions, and rising inflation pressuring pocketbooks, conditions are ripe for sales growth in shelf-stable soups, Supermarket News reports.

The category faces challenges, however — ranging from supply-chain issues to a shift in demand toward better-for-you and fresh options, according to retailers.

Sales gains in shelf-stable soups “are being pushed by inflation/cost of goods and retail [price] increases,” said Grant Meisner, director of grocery for Portland, Ore.-based Zupan’s Markets. “We have not been seeing an increase in volume in the soup category.”

Data from NielsenIQ indicate that, while dollar sales of soup across all retail channels rose 8% in the 52 weeks through July 30, compared with the year-ago period, unit sales declined 2.1%, indicating the impact that retail price increases have had on driving up dollar sales despite softening demand.
CABLE, BROADCAST NET REACH STILL FALLING

Broadcast and cable TV networks’ viewer reach continues to plummet over the last five years, according to analysis of Nielsen data by MoffettNathanson.

Cable TV networks in particular have been hard hit. Sixteen top cable TV networks are down to an average 17.5% reach of viewers two years and up in Q3 2022. In 2017, these networks averaged a 33% reach.

ESPN comes in at a high score of 24%, with USA, TBS and TNT each at 20%. Syfy, CNN and Food Network are at the low end, at 15%.

Although cable TV news channels have seen generally higher viewing vs. entertainment/reality TV channels, their reach has also declined — with Fox News Channel at the low end of 15% (24% in Q3 2017) and CNN at 15% (vs. 29%).

Broadcast networks have also been hit with a lower reach of around 44%, down from around 70% in 2017. ABC and Fox affiliates come in at 44%, with NBC at 47% and CBS at 43%.

At the same time, many channels have seen higher “length of tune” levels — the average duration of time that a viewer tunes to a network.

ABC is now at 34 minutes (32 minutes in 2017); Fox and NBC each at 32 minutes (both 30 minutes before); and CBS at 30 minutes (26 minutes previously). MoffettNathanson says this means broadcast has a “smaller, more loyal base.”

Similarly many cable TV networks also have witnessed slightly higher “length of tune” among viewers.

USA Network is the highest among 16 networks, now at 33 minutes; Fox News Channel and HGTv are each at 31 minutes. At the low end, RSNs, ESPN, and ESPN2 are at 19 minutes, 17 minutes and 13 minutes respectively.

ARE ADS ON THE HORIZON FOR APPLE TV PLUS?

A big change could be coming to Apple TV Plus in the coming year. Apple is “quietly” pushing to sell video ad inventory for the service. The result could be an ad-supported version of Apple TV Plus starting in 2023, Digiday reports.

The report notes the iPhone maker is having preliminary talks with agencies about selling ad space. The inventory would be available around original and sports content.

Offering an ad-supported model for Apple TV Plus could offset any possible price increase for the existing plan. Since launching in 2019, Apple TV Plus has been priced at $4.99 per month. It’s also available as part of an Apple One bundle. For this, Apple offers 4K HDR programming with no ads.

Most premium streamers are now moving toward offering ad-supported subscriptions. Disney+, for example, already provides a freebie option, while Netflix plans to very soon.

Adding an ad-supported Apple TV Plus plan would increase the service’s viewership numbers which, though growing, are still behind other players in the field. In June, 9to5 Mac reported on streaming viewership numbers from JustWatch, which saw Apple TV Plus at just 6% of the market in the U.S. This placed the service ahead of Paramount+ but behind Netflix (21%), Amazon Prime Video (20%), HBO Max (15%), Disney+ (14%) and Hulu (10%).

ADVERTISER NEWS (Continued from Page 1)

with new technologies and a more aggressive design, and at a lower price than the current vehicle. The compact is key to attracting and retaining cost-conscious buyers for the Detroit automaker, as interest rates rise and prices of new vehicles continue to break records. The Trax also acts as a so-called “gateway vehicle” for consumers to move into the brand’s larger, more expensive crossovers and SUVs, according to executives... Forever 21 has already begun a nationwide brick-and-mortar expansion plan — with an emphasis on outlet locations. The fast-fashion retailer will open 14 new stores across the U.S., including a new location at the Gran Plaza Outlets in Calexico, Calif., which opened in August 2022. The Calexico store is the first in a series of Forever 21 openings scheduled to roll out across America through June 2023.

TUESDAY NIELEN RATINGS - LIVE + SAME DAY

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