PEOPLE VIEWING FEWER CHANNELS

Nielsen's quarterly Total Audience Report has been showing a slow decline in total television viewing for some time, but that viewership time showed indications of leveling off in the just-released Q2 2016 report. The average time that an Adult 18+ spends watching live TV slipped two minutes per day year-over-year (YoY) to four hours, nine minutes. However, the amount of time spent watching time-shifted TV rose by one minute to 30 minutes per day. So, total TV viewing was down only a single minute per day—much improved from the eight minute drop reported the previous year.

Viewers have more and more video choices, including an average of 206 TV channels. But that's a tiny fraction of what they can now choose from on digital apps or websites, so Nielsen finds that people are increasingly selective. Out of the 205.9 average television channels adults are receiving, they are viewing an average of 19.8 channels a month. This means 9.6% of received television channels were viewed among the composite population.

But there are clear differences among ethnic groups. Nielsen finds that groups which view more television watch more TV channels. Black adults watch the greatest amount of television and therefore view the most channels—24.6 for the average adult—which is 11.3% of channels received. Hispanics tend to watch less TV than the composite. Similarly, the average Hispanic adult viewed 17.6 channels—2.2 fewer channels than the composite population. And only 13.8 television channels were viewed among the average Asian American adult, which is consistent with their overall lower television usage.

Nielsen also finds that adults in households with subscription video on demand (SVOD) services—such as Netflix, Hulu Plus and Amazon Prime—view fewer TV channels. Those households also tend to be younger and have higher incomes. For Persons 18+ the number of TV channels watched in SVOD households is 18.6—1.2 less than for the adult population as a whole. For Millennials 18-34, viewing in households without SVOD was an average of 14.9 TV channels, but that slipped to 14.3 TV channels in SVOD households.

While the report shows increasing use of digital devices and continuing growth in popularity for SVOD services, viewers aren’t abandoning traditional television. Nielsen says "consumers with a mixture of traditional and newer platforms tend to favor a combination of all options."

ADVERTISER NEWS

Hyundai dealers could have a supply problem ahead as workers in its Korean plants have gone on a complete strike for the first time in more than a decade, with partial strikes also expected at sibling Kia. The Wall Street Journal adds that a series of partial strikes at Hyundai have already led to lost production of more than 100,000 vehicles……Here's a strange twist in the beer business: MillerCoors, a company expecting to be dissolved when Anheuser-Busch InBev takes over SABMiller, is launching direct-attack ads aimed at Bud Light on behalf of Miller Lite, which will become a sibling brand. Beer Marketer's Insights has reported the light beer category has dropped from a peak of 35.5% of the market to 32% as consumers have shifted to craft beers and Mexican brews, and Bud Light has fallen from a 19.4 share to just 17%……Most pizza chains have been able to outperform the generally-soft restaurant business, but not Pie Five, where same-store sales were down 12% in its fiscal fourth quarter, pulling the full fiscal year down to a 5.1% decline. It added 34 new Pie Fives during the fiscal year, but said negative comps at stores that first became part of the same-store base (after being open a year) exacerbated the decline. Sibling Pizza Inn squeaked out a 0.3% same-store increase……Existing Wendy's franchisee JAE Restaurant Group will more than double its roster by adding 97 units in Florida. JAE also has Wendy's outlets in Texas and New Mexico……Here's something different: Williams-Sonoma's West Elm stores will launch a chain of boutique hotels which will become a sibling brand.

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NETWORK NEWS

TV news veteran Jane Pauley will host CBS Sunday Morning beginning October 9th. The announcement that Pauley would take over for Charles Osgood, was made at the end of Sunday’s broadcast. Pauley served as a co-anchor of The Today Show on NBC from 1976-1989 and was anchor of Dateline NBC for a time. She also hosted a syndicated daytime talk show, The Jane Pauley Show, in 2004 and is married to Garry Trudeau, creator of the satirical comic strip Doonesbury …… NBC has placed an order for nine more scripts for its Thursday night comedy, Superstore. That brings the total number of episodes ordered to a full season count of 22. Superstore’s Nielsen rating for its Thursday night episode was 1.5 in A18-49…….The first four episodes of NBC’s The Good Place will air on Saturday, October 1st from 8-10 PM (ET). The network is hoping for some extra sampling of the Thursday night comedy…….Variety is reporting that FOX is developing a new sociopolitical soap from the writers and producers behind the ABC dramas Nashville and Revenge. The project, based on the 2013 novel Red Moon by Benjamin Percy, is set in a world where Lycans, the human-esque basis for werewolves, live among humans as an oppressed minority. The project will be written by Meredith Lavender and Marcie Ulin of Nashville, with James Ponsoldt signed on as director…….The planned IPO by Univision will not occur in 2016 as planned. The New York Post is citing sources saying “Univision’s board is said to have met last week and decided that market conditions aren’t ideal.” In addition, Univision is waiting on a waiver from the FCC to allow Mexican media giant Televisa to increase its stake from 10% to 40%……. Former cast member of The Good Wife, Alan Cumming, will star in a new drama for CBS called Dr. Death. The series is based on a new, yet-to-be-published novel by James Patterson.

SUNDAY RATINGS

Both FOX and ABC have Nielsen struggles as the new season gets underway. FOX’s Son of Zorn took a tumble from its sneak preview a few weeks ago after an NFL game. The average for the comedy was a 1.2 A18-49 rating. It should have benefited from a strong lead-in from The Simpsons’s season premiere on Sunday. However, it lost 25% of The Simpsons’s 1.6 rating in the demo. Elsewhere on FOX, Family Guy delivered a 1.4 rating and Last Man on Earth posted a 0.9. On ABC, Once Upon a Time managed a 1.2 A18-49 rating while the return of Secrets and Lies pulled a 1.0 demo rating. The season premiere of Quantico delivered a 1.0 rating, almost half of last year’s premiere. 60 Minutes on CBS opened its 49th season with a 2.3 demo rating and the two-hour season premiere of NCIS: Los Angeles was up 17% from last year with a 1.4 demo rating. The Chicago Bears-Dallas Cowboys contest on NBC was the night’s winner, with Sunday Night Football posting a 6.8 A18-49 rating. Telemundo averaged 0.6 A18-49 and Univision 0.5 for the night.

AVAILS

Account Executive: How would you like to work for the best sales team in California? KMPH FOX 26 and KFRE CW 59 in Fresno, CA have an immediate opening for a highly motivated, results driven, Account Executive. TV and digital sales experience will give you an edge, but most important is the drive to succeed and win! Are you that person? Do you have what it takes? CLICK HERE for more information or to apply now. EOE.

Spectrum Reach in Bakersfield, CA is seeking a Digital Account Planner. This person is responsible for the design of advertising and marketing solutions for Spectrum Reach customers, proactively pursuing transactional business from new and existing clients, and providing support around the sale of Spectrum Reach advertising opportunities such as placements on cable television networks, the Spectrum Reach network of online sites and other advanced media advertising solutions. Bachelor’s degree in Marketing, Advertising or related field required. More details HERE. If qualified, please CLICK HERE to apply. EOE.

WTVM-TV, the ABC affiliate in Columbus, GA/Opelika, AL, WTVM Digital and BOUNCE TV is seeking a highly experienced salesperson. We’re looking for the right person – one with a minimum of 3-5 years media sales experience. The successful candidate will be motivated, detail oriented and someone that has dealt with advertising agencies or worked in the national spot TV business. This position would be dealing with many transactional television spot clients. Qualified applicants please APPLY ONLINE and attach your resume and cover letter. No phone calls please. EOE-M/F/D/V

Arizona PBS, the state’s main public television station, seeks an experienced and energetic media leader for the position of General Manager. Located in Phoenix, the nation’s 12th largest market, Arizona PBS is one of the largest public media platforms, programming four television channels and one radio station. Arizona PBS reaches more than 1 million viewers each week and thousands more online via azpbs.org. Arizona PBS has an annual operating budget of $14 million, 66 employees, and 50,000 contributing members. For a full list of requirements and desired qualifications, or to apply now, please CLICK HERE.
GOOD NATIVE CONTENT IS A CHALLENGE

The appeal of native content is obvious. What could be better for marketers than be able to seamlessly integrate their messaging with what consumers are already reading and watching on social channels? But achieving that consumer-friendly link is difficult, reports eMarketer. According to recent research, more than a third of media professionals worldwide feel that quality of content is the biggest barrier to their native success.

Native content is being created by marketers and publishers specifically for social media, where it will appear—organically—perfectly aligned with other content on that social platform. At least, that’s how it’s supposed to work. So many Internet publishers believe they must create native content to better encourage engagement and distribution on their platforms.

The largest share of respondents (37%) to news story engagement tracking firm NewsWhip’s survey said creating quality content was the top obstacle to their success with native content. But respondents were split—though quality of content was the most often cited issue, it was not an overwhelming winner. Not far behind, 27% of respondents pointed to not having enough resources, and 23% noted the inadequate return on investment (ROI) of native content.

eMarketer says these frustrations are just one aspect of what native content is a symptom of: media professionals losing control of their content distribution. Newspapers and magazines may hope that tools like Facebook’s Instant Articles can provide them with readers and engagement—and perhaps even a new revenue stream—but it’s the social platforms that are in control. Just this month, Facebook made headlines when it took down a post by a Norwegian newspaper that included the iconic photo of Vietnamese napalm victim Kim Phuc, claiming it violated community standards. It took an international outcry on the part of dozens of media outlets—and at least one prime minister—for the decision to be reversed.

TRUMP CAMPAIGN BUYING MORE SPOTS

Donald Trump’s presidential campaign, which to date has bought only $22 million in TV ads, will spend $100 million on TV through Election Day, according to an Associated Press report. The Hillary Clinton campaign has already spent slightly more than that total—$124 million thus far, according to Kantar Media—and is continuing to buy about $11 million worth of TV weekly. In addition to the $100 million in TV buys, the AP says Trump will buy $40 million in digital ads.

RUMORS SWIRL AROUND TWITTER

Disney is the latest company rumored to be interested in acquiring Twitter. That follows Wall Street talk last week that both Google parent Alphabet and Salesforce.com may bid for the social media company.

AUTO SALES SLIPPING

J.D. Power and LMC Automotive say September new vehicle sales are expected to be down 0.8% from a year ago when the car companies report sales next week. The seasonally adjusted annual rate (SAAR) for September is predicted to be 17.7 million vehicles, down from 18 million on the same basis a year earlier. Retail sales are expected to be down 1.4%.

COMPETITIVE INFO

Verizon-owned AOL announced a first-of-its-kind partnership with American Family Insurance and WPP’s Mindshare for 360° video and virtual reality video. A three-part branded video series highlighting people who pursued their dreams will be in a dedicated editorial platform on The Huffington Post, which is part of AOL. The 360° video will be accessible across screen types and the virtual reality with the HuffPost RYOT app or through a VR headset.

GOOGLE ADDS BRAND LIFT FOR TV

Google is introducing an expansion of its Brand Lift tool that it claims can measure how TV ads increase searches on Google and YouTube. Brand Lift metrics have been available for YouTube for a couple of years. Writing on the company blog, Google VP Brad Bender claims early tests have shown that YouTube ads generate almost twice the searches of TV ads.

The search engine giant is also out to “close the loop” and tie actual sales to digital ads. “In addition to the interaction between TV, YouTube and online search, there is now a real connection between online ads and offline visits to stores: 30% of smartphone users who visit a website or app on their phones buy something in a store within 24 hours,” Bender said of new location extensions and store visits measurement being introduced for the Google Display Network.

AVAILS

WFTV – Cox Media Group television station in Orlando, FL (Market #18) seeks an Account Executive. We want passionate sellers that want to WIN! The AE will be required to grow revenue with an existing client list while analyzing the clients marketing goals and develop needs based solutions to achieve them. Candidates must have excellent presentation skills, verbal and written skills, hard-working, integrity, relationship builder with a winning attitude. Prior broadcast TV and diverse digital sales experience strongly preferred. CLICK HERE for more info or to apply now. Equal Opportunity Employer.

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