NIELSEN: HISPANIC PRESENCE Boosts Streaming

LIFTS ‘BINGEABILITY,’ ‘CULTURAL WATCHABILITY’

A host of research studies going back more than a decade have shown that Hispanics are more active on digital media than the general population and that they’re one of the fastest-growing audiences for streaming content.

Now, new research from Nielsen is showing that the inclusion of Hispanic talent in front and/or behind the camera in streaming programs has a direct correlation on the bingeability and cultural watchability of a program.

The study also found that shows with Hispanic talent in front or behind the camera were also very successful in attracting new, non-Hispanic viewers.

In this first-of-its-kind analysis, Nielsen’s latest Diverse Intelligence Series (DIS) report: Latino Led Content and Viewers: The Building Blocks for Streaming Success looked at the 530 most-streamed programs in the U.S. from 2021 through Q1 2022 to better understand what drives bingeability and cultural watchability.

The report’s data found that Hispanic representation correlates with bingeability (i.e. how many TV show episodes audiences watch per day). For shows that included front-of-the-camera Hispanic representation, bingeability scores increased. When looking at top bingeable content (a score of 3 or more), Hispanic talent has a big contribution. Fifty-six of the 134 programs with a score of 3 or higher had Hispanic representation. Of all the most bingeable streaming programs of 2021, half included Hispanic talent.

For shows with Hispanic representation behind the camera, cultural watchability (i.e. Hispanic share of the audience of content for Latinos and all audiences) averaged 25.2%, irrespective of on-camera representation. When a show includes Hispanic representation both behind and in front of the camera, cultural watchability increases to 34.2%.

The report also found that Latino-led content amplified the value of the streaming platforms because new audiences came to watch those programs, then stayed to watch more than the program that originally drew them in. In fact, 58% of the new audiences attracted to these Latino-inclusive casts and productions were not Hispanic.

Other key insights from the report:
• Many Americans have leaned into streaming content, as annual impressions through July 2022 increased by 23%. Among Hispanics, however, impressions increased 22%.

ADVERTISER NEWS

Dec. 14 is FedEx’s holiday season shipping deadline for Ground, Home Delivery, FedEx Freight Priority and FedEx Direct customers in the U.S., while Dec. 8 is the last day for Ground Economy and FedEx Freight’s Economy services. The deadlines are a day earlier than last year and apply in all 50 states... Walmart’s “Be Your Own Model” feature lets shoppers use machine learning technology, after scanning photos of their bodies, to get a sense of the way clothes would look on them. The retailer introduced the ability to virtually try on clothes in March when it let customers select from a portfolio of 50 and then 120 models... Clorox has hit roughly 70% of its goal to collect first-party data on 100 million consumers, in part by entering into a “value exchange” with visitors to its website, which offers discounts and other perks in exchange for information related to its products, said Doug Milliken, VP of marketing transformation... VaynerMedia created a “When You Know” campaign for Lands’ End that stars singer Blake Shelton showcasing the clothing collection that he designed with the brand, which he says is so comfortable people will want to wear the items “again and again and again.” The 60-second ad is running across connected TV and social media, Adweek says... Lincoln Motor expects a continued winnowing of its dealer network in the coming years as it pivots to electric vehicles, but the brand has no plans to offer a formal buyout program like some of its rivals. Lincoln reportedly expects to end 2022 with fewer than 600 retailers, down from more than 1,000 about five years ago... Nissan is recalling more than 203,000 pickup trucks in the U.S. because they can roll away unexpectedly when shifted into park. The recall covers Frontier and Titan pickups from the 2020 through 2023 model years. Nissan says in documents posted yesterday by U.S. safety regulators that owners should use the parking brake whenever they park their trucks. The company says a transmission parking pawl (which stops trucks from moving) may not engage when the trucks are shifted into park... 7-Eleven is serving up multiple special food offers throughout the holiday season. On Sunday, National Cheeseburger Day, members of the 7Rewards and Speedy Rewards loyalty programs can enjoy a cheeseburger for $2. The deal is also available for delivery through the 7NOW mobile app that day only. On Tuesday, National Pepperoni Pizza Day, members...
STREAMING MADE UP 35% OF TV VIEWING IN AUG.

Streaming platforms continued to dominate TV viewing in August with 35% of all TV viewing, narrowly beating out cable (34.5% of TV viewing), according to Nielsen’s The Gauge.

Broadcast lagged significantly behind with 22.1% of TV viewing but its volume and share of viewing increased from July, when it had a 21.6% share.

August was the second straight month where streaming platforms held the largest share of TV viewing and marked a record high share for streaming, Nielsen said.

The month also saw a notable shift in viewing share among the streamers with YouTube tying Netflix for the first time with the largest share of TV viewing.

Broadcast had a 1.6% increase in viewing volume which translated to an incremental 0.5 share points in August. August was its first month without a decline since January 2022, Nielsen said.

This was driven by an 11% viewing bump in the “general variety” genre, which includes shows like Big Brother, and a 3% increase in sports content viewing, which was due in part to the MLB Field of Dreams game, NFL preseason games, and the return of college football.

Cable’s share of TV was up +0.1 share points to 34.5% in August vs. July despite monthly usage remaining fairly flat, Nielsen said.

The category tracked a 27.4% increase in sports viewing, led by NFL preseason games on ESPN and the NFL Network, in addition to the NASCAR Cup Series on USA Network.

AMPERE: VIDEO GAMES DELIVER BANG FOR BUCK

U.S. consumers spend five times longer per day watching video than they do playing games, according to new data from Ampere Analysis. However, gamers spend more money on each hour of gameplay than on each hour of video viewing.

Although many gamers play free-to-play games without spending, others spend heavily and frequently, which propels the average consumer revenue per gaming hour into first place vs. competing video streaming services. This partially explains why video platforms such as Netflix are turning to games to boost revenue and engagement.

Consumer spending on broadcast TV — largely on pay-TV access — comes in a close second. Subscription VOD services, which typically command lower monthly fees than their cable and satellite counterparts, fall behind.

“Given an individual can no longer consume everything that catches their attention, the rate at which captured minutes are monetized acquires greater significance,” senior analyst Louise Shorthouse said in a statement.

Shorthouse contends that in terms of consumer spending, gaming offers better returns per hour, and so represents an opportunity for media groups looking at how to monetize their IP efficiently.

Collectively, gaming and video viewing account for roughly six hours of consumer time per day. The average U.S. internet user spends a little over five hours per day watching TV and/or online video, and just under one hour playing video games. Gaming is of course interactive and therefore more mentally and physically taxing than watching video.

AVAILS

News3 Las Vegas (KSNV) has a great career opportunity for a Promotions Director to join our senior leadership team. The Promotions Director is responsible for effective workflow, productivity, technical quality, and creative output for all station promotion including news, programming, sales promotions, client commercials and community service. This includes on-air promotion and packaging of the channel, marketing content and client production. A minimum of seven years’ creative experience in broadcast and/or cable on-air production preferred. CLICK HERE to apply. EOE/Drug Free workplace.

WDAF-TV / Fox 4 in Kansas City is seeking an experienced Broadcast and Digital Media Strategist to support our sales team. If you’re hard-working and love being a part of a winning team, we want to hear from you! You must effectively communicate with clients and account executives to develop media strategies and campaigns. 2+ years’ experience as a media strategist/planner or similar role, a Bachelor’s degree, and outside sales experience preferred. CLICK HERE for more information or to apply now. EOE.

DIGITAL GROCERY SALES GAIN SHARE IN AUGUST

Digital grocery trends have been shifting throughout the summer, and delivery came out on top in August, according to a new report from industry insights firm Incisiv and digital commerce provider Wynshop. The share of third-party grocery delivery sales also saw a lift, rebounding by 21.2%.

The report is part of Incisiv and Wynshop’s Grocery Doppio platform, a free, independent source of grocery insights and data designed to help grocers with digital growth.

The State of Digital Grocery Performance Scorecard for August also found that digital grocery sales for the month represented 13.6% of total grocery sales, up from 12.9% in July. Pickup at stores, meanwhile, lost 2.6% from July to August, while the share of delivery increased and now represents 48.3% of all digital grocery fulfillment.

Pickup is still king, representing 51.7% of digital grocery sales, though third-party platforms’ share of overall digital grocery sales increased in August.

Digital order size also rose in August, with shoppers increasing the items in their basket by one, after already adding two in July. Average digital basket size for August is now $80, which is 38% larger than the overall average grocery basket size, which stands at $58.

NETWORK NEWS

NBC has out into development a coming-of-age comedy Most Talkative, inspired by Andy Cohen’s book chronicling his lifelong obsession with TV and subsequent rise to stardom. The show will follow a fictionalized version of Cohen as he grows up in 1980s St. Louis. He’s gay, he loves the Cardinals, his bar mitzvah tutor is a stoner, and his soap opera-fueled imagination makes him both the life of the party and the source of endless drama.
INFLATION WEIGHS ON RETAIL SALES IN AUGUST

Consumers spent at stores and restaurants at a steady pace last month, showing persistent demand despite high inflation, The Wall Street Journal reports.

Retail sales, a measure of spending at stores, online and in restaurants, rose 0.3% in August from the prior month, the Commerce Department said yesterday. The gain outpaced inflation and marked a reversal from July’s 0.4% decline.

August’s retail spending growth was led by a 3% gain in auto dealership sales, the Commerce Department said. That reflects rising prices of new cars and trucks and shows that consumers continue to seek out vehicles, despite higher interest rates making monthly payments more expensive for many buyers. In other segments:

• Spending at bars and restaurants, the only services category in the retail sales report, increased 1.1% in August — showing consumers are eager to dine out despite increased menu costs. That adds to signs that the end of the summer was a strong period for tourism and entertainment.

• Sales at department stores, clothing stores and sporting goods stores all picked up in August, a key month for back-to-school spending. Many retailers are discounting items to make space for holiday goods and reduce inventory gluts caused by supply-chain issues related to the pandemic.

• Spending dropped at furniture stores amid declining home sales and a sharp increase in borrowing costs. The average rate on a 30-year fixed mortgage climbed to 6.02% this week, up from 2.86% a year ago, according to a survey of lenders released yesterday by Freddie Mac.

WEDNESDAY NIelsen RATINGS - LIVE + SAME Day

<table>
<thead>
<tr>
<th>Time</th>
<th>Net</th>
<th>Program</th>
<th>Adults 18-49 Share</th>
<th>Households in millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>CBS</td>
<td>Big Brother</td>
<td>0.7</td>
<td>3.71M</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>Password</td>
<td>0.4</td>
<td>4.23M</td>
</tr>
<tr>
<td></td>
<td>FOX</td>
<td>MasterChef</td>
<td>0.4</td>
<td>2.38M</td>
</tr>
<tr>
<td></td>
<td>ABC</td>
<td>The Conners</td>
<td>0.2</td>
<td>2.19M</td>
</tr>
<tr>
<td></td>
<td>CW</td>
<td>DC’s Stargirl</td>
<td>0.1</td>
<td>0.51M</td>
</tr>
<tr>
<td>8:30</td>
<td>ABC</td>
<td>ABC Fall Preview Special</td>
<td>0.2</td>
<td>1.54M</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>America’s Got Talent</td>
<td>0.6</td>
<td>6.53M</td>
</tr>
<tr>
<td>CBS</td>
<td>The Challenge: USA</td>
<td>0.4</td>
<td>1.78M</td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>Abbott Elementary</td>
<td>0.2</td>
<td>1.43M</td>
<td></td>
</tr>
<tr>
<td>FOX</td>
<td>Monarch</td>
<td>0.2</td>
<td>1.15M</td>
<td></td>
</tr>
<tr>
<td>CW</td>
<td>World's Funniest Animals</td>
<td>0.1</td>
<td>0.38M</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>ABC</td>
<td>Home Economics</td>
<td>0.1</td>
<td>1.12M</td>
</tr>
<tr>
<td>CW</td>
<td>World's Funniest Animals</td>
<td>0.1</td>
<td>0.33M</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>CBS</td>
<td>The Challenge: USA</td>
<td>0.3</td>
<td>1.69M</td>
</tr>
<tr>
<td>ABC</td>
<td>Soul of a Nation Presents</td>
<td>0.1</td>
<td>0.83M</td>
<td></td>
</tr>
</tbody>
</table>

NIelsen: Hispanic Presence Lifts Streaming

(Continued from Page 1)

in the same period, while they increased just 20% for non-Hispanic White audiences.

• Time spent streaming among Hispanics is up more than 19% from last year, as this audience streamed 33.5 billion minutes of video each week as of July 2022. Netflix and YouTube are among the most popular platforms among Hispanics, as this audience spent 24% and 57% more time with these platforms, respectively, than non-Hispanic Whites during the same period.

The embattled home goods retailer posted a list of 56 stores it plans to shutter by the end of 2022. In August, Bed Bath & Beyond unveiled a plan to turn around its ailing business which included closing about 150 of its “lower producing” namesake stores, staff reductions and a merchandising overhaul.

THIS AND THAT

Bob Chapek, CEO of Disney, said the company may want to speed up its timeline for buying out Comcast’s 33% stake in Hulu and that it makes sense to combine Hulu with Disney+. Comcast leader Brian Roberts also signaled his company’s interest in buying Hulu and disagreed that the service is less valuable than previously... Bob Bakish confirmed reports that Paramount Global, the company he leads, has been speaking to distributors about moving Showtime’s streaming content to Paramount+. Bakish also predicted a price hike for the streaming service “over time” and said Top Gun: Maverick will debut on Paramount+ in the fourth quarter.

ADVERTISER NEWS

(Continued from Page 1)

of the loyalty programs can buy a whole pepperoni pizza for $5. The deals are available at participating 7-Eleven, Speedway and Stripes locations... Bed Bath & Beyond is moving ahead with one part of its newest turnaround effort.

Spots n Dots

The Daily News of TV Sales @ www.spotsndots.com