

Monday, April 2, 2018

TVB BOSS SAYS AUTO MARKET SHIFTS COULD BOOST TV SALES

LANZANO SAYS DEALERS STILL BULLISH ON '18

As the second quarter begins there's little doubt what's most on the mind of TVB president **Steve Lanzano**. "Automotive, automotive, automotive," he says. It's not only TV's biggest source of revenue, but during the past several months auto advertising has also been one of its biggest question marks for 2018. Sales figures for March are expected to be released today and as Q2 gets under way they could determine how much dealers are willing to spend on advertising as the critical spring selling season ramps up.

Lanzano says from the data that's out so far he likes the direction things are heading with each month showing more cars sold than the month before. Just back from the National Automobile Dealers Association's annual conference, Lanzano says dealers remain "bullish" about 2018 despite estimates new car sales will retreat to 16.7 million this year from 17.2 million last year. "That helps us because it becomes more of a share battle," he explains. "Now you have fewer new car sales so you have more promotions and incentives in the marketplace and that usually bodes well for TV because they have to advertise those promotions to get people into your dealership."

Lanzano says there was a lot of talk at the NADA Show about what impact the combination of higher interest rates and more money in Americans' paychecks from tax reform will have on consumer spending. "You have two different forces at work against one another and people are trying to ascertain how it's going to affect sales," he says. Yet at the same time there's also a bigger variety of used car inventories, something that could be a boost for dealers who typically make a bigger profit on pre-owned vehicles than new ones.

Bullish or not, for the time being all the cross-currents in the marketplace have left local dealers and regional associations unsure of how big to go on advertising in 2018. "Like the overall advertising industry the automobile dealers want to see how things are going to start to play out this year and so they're all a little bit more cautious," Lanzano says.

Not ready to sound the alarm for an impact on TV revenue, Lanzano said as long as car sales continue to pace higher each month the industry will be okay as long as stations don't take it for granted. "It's still a quarter of our revenue and we got to make sure that it continues to be strong for us," he says.



ADVERTISER NEWS

While retailers have been investing heavily in training and technology to improve customers' in-store experience, research by **HRC Retail Advisory** suggests a majority of shoppers don't appreciate it. Forbes reports that, according to HRC, 95% of consumer want to be left alone while shopping, unless and until they need an employee's help. Even when they do need assistance, a majority of shoppers prefer to use

in-store technology rather than talking to a person. Approximately 85% of shoppers would rather use a **price scanner** to check a price than have to track down and ask a customer service associate. On the flip side, when shoppers need advice regarding product choice, close to 52% said they valued the services of an in-store personal shopper, especially when buying technology items. This is an anomaly, the study found, as more consumers

prefer to rely on shopping advice from **friends and family** gathered via **social media** than from store associates....

Online traffic to major shopping websites declined by an average of 2% in Q4 2017, compared to the same quarter a year earlier. That's about 117 million fewer shopper visits per month, according to SimilarWeb's **Market Intelligence blog**, reported by Retaildive.com. The most popular of those sites, **Amazon**, **eBay**, and **Walmart** — each had traffic gains of 3% to 4%. **Best Buy**, whose site finished fifth in overall traffic for the quarter, also saw a gain of about 4% during the period. Other retailers whose sites finished in the top 10 are Target, Home Depot, Etsy, Macy's, Lowe's and Kohls. Only Home Depot and Lowe's experienced traffic gains year over year, while the rest of the top 10 experienced declines.... Fortune says Uber will shut down **UberRUSH**, its same-day delivery service. The service, according to a statement to the Wall Street Journal, will remain in operation for three months before closing. UberRUSH was tested in New York city before a broader launch in October of 2015 expanded it to Chicago and San Francisco. It was part of a suite of services for merchants looking to compete with the likes of Amazon's same-day shipping.

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NETWORK NEWS

ABC quickly renewed a second season of the reboot of **Roseanne**. In making the announcement on Friday, ABC called the new season the show's "eleventh". The news comes just three days after the blue-collar comedy about the Conner family debuted to massive ratings that shocked industry observers and made national news. **Roseanne**, starring **Roseanne Barr**, returned to TV 21 years after its first run on ABC. It averaged a 5.1 rating and 18.2 million viewers over an hour with back-to-back episodes on Tuesday night.....Producer and actress **Ashley Tisdale** (The Suite Life of Zach and Cody) is returning to television as a series regular in the CBS pilot **Pandas in New York**. The comedy pilot follows a family of Indian doctors with a successful group practice in New York City who embarks on a project to arrange their youngest son's life, unaware that he's made plans of his own. Tisdale is cast as the director of a free clinic with a highly developed sense of fairness and an outsized focus on social justice, particularly when it comes to the dismal state of healthcare for the poor. Tisdale recently guest starred on **Young & Hungry** in 2016 and is a voice talent for **Ginger Snaps** and **Skylanders Academy**.....*Variety* is reporting that NBC has set the main cast for its upcoming comedy pilot **Bright Futures**. **Emily Ratajowski**, **Lilly Singh**, **Shameik Moore**, **Jimmy Tatro**, and **Colum Worthy** will all star in the single-camera project about a group of friends as they stumble through the transition from the clueless, immature twentysomethings they are now into the successful professionals they're destined to become. **Lisa Kudrow** (Friends) is set to narrate the show. **Kenya Barris** will executive produce **Bright Futures** along with **Hale Rothstein**, who will also write the script with **Danny Segal** and **Isaac Schamis**.....**Black Panther** star **Chadwick Boseman** will host NBC's **Saturday Night Live** on April 7th. He will be joined by female rapper **Cardi B** as musical guest. Then on April 14th, **John Mulaney** will return to **SNL** as host. Mulaney was a writer on the long-running sketch show for six seasons. The announcement that Mulaney will host comes just one day after it was announced that Mulaney's comedy special **Kid Gorgeous at Radio City** will launch on **Netflix** May 1st. **Jack White** will return as musical guest following the March 23rd release of his third studio album **Boarding House Ranch**.....**Combate Americas**, the Hispanic Mixed Martial Arts sports franchise, and **Univision Deportes**, the multimedia sports division of **Univision Communications**, have announced a partnership to produce and distribute live **Combate Americas** fight programming on **Univision** and the **Univision Deportes Network**. The agreement includes 16 television airings, beginning with a live, 90-minute broadcast on Univision and UND of the recently announced **Combate Estrellas I** show from Los Angeles on Friday, April 13th. The event will include the much-anticipated re-match between bantamweights **John "Sexi Mexi" Castaneda**, representing the United States, and **Marc "Lufo" Gomez**, representing Spain. The event will also feature a flyweight women's match and a featherweight men's match.

AVAILS

WISN-TV, the Hearst-owned ABC affiliate in **Milwaukee, WI** has an immediate opportunity for a **General Sales Manager**. The successful candidate will have all the requisite sales and management aptitude including strong leadership skills. Candidates must have previous sales/sales management experience in the television industry or comparable. This description is not inclusive of all duties and activities required of the position. Interested candidates should click [HERE](#) for more information and to apply. EOE

WAVY-TV10/WVBT Fox 43 in the Norfolk, Virginia market seeks a **Digital Account Executive**. This position will be responsible for aggressively pursuing digital media ad sales with local direct clients and with interactive and traditional advertising agencies. This individual will sell all digital properties including display, mobile, social media, SEM, and SEO. 2+ years of sales experience is required. Digital or media sales is highly preferred. [CLICK HERE](#) for the full job description or to apply online

now. EOE/M/D/F/V

WDSU, the NBC market-leading station in New Orleans, is seeking a dynamic **Local Sales Manager** who is ready to take a growing station to the next level. This important leadership role encompasses local revenue management for our TV station, digital platforms, as well as our multicast station, MeTV New Orleans. Ideal candidate should be driven, goal-oriented, disciplined, customer-focused, and organized, with the ability to coach and motivate both newer and experienced AE's to success in multi-platform advertising sales. Click [HERE](#) to apply. EOE.



THIS AND THAT

Hulu is adding The **CW network** to its lineup of live TV channels through its Hulu with Live TV package, per mediapost's television news daily. On-demand programming from the CW has been on Hulu since September, but a live linear feed of the network hasn't been available until now. For now, the feed will be available to customers in eight cities, including **San Francisco**, **Philadelphia** and **Atlanta**, with other cities to follow..... Advertisers and agencies are set to increase the use of advanced **linear TV** advertising this year according to the **Advanced TV Primer** report, which video advertising platform Videology just released. Advanced linear TV advertising is defined as data-enabled or addressable TV ads. The report found 79% of advertisers and agencies surveyed plan to use advanced linear TV over the next 12 months. That's up from 57% who say they used advanced linear TV in the previous 12 months....Ad Age says **CBS Corp.** is preparing to make an initial merger proposal to **Viacom** within days, people with knowledge of the matter said, setting the stage for negotiations that could bring the media companies back together 12 years after they were split up. CBS, which owns the most-watched TV network in the U.S., is planning to propose that its CEO and chairman, **Leslie Moonves**, lead the combined company.

LINCOLN DEVELOPS AUTO SUBSCRIPTION PLAN

Following in the footsteps of **Cadillac**, **Volvo**, and **Porsche**, **Lincoln** will begin offering cars on a monthly basis through a subscription service. Jalopnik.com notes: they're all used cars.

Lincoln mentioned casually it would be following the push for subscription model services that competitors have been using at the LA Auto Show last December. **Ford** already offers a pre-owned subscription service in the Bay Area and West Los Angeles called **Canvas**, and Lincoln's program will kick off in those two markets as well.

Canvas currently allows users to get off-lease Ford cars, trucks, and SUVs for just over four-hundred dollars per month. The subscription includes insurance, maintenance, and warranty coverage, plus the ability to swap cars at any time, and terms that range from 1 to 12 months. Canvas has logged more than 600 customers in those two markets.

HISPANIC POPULATION HELPING CONSTELLATION BRANDS GROW

Constellation Brands Inc reported fourth-quarter sales and profit last week above Wall Street estimates, driven by strong demand for high margin **Corona** and **Modelo** beers and expensive wines such as **Meiomi**.

Reuters says the increase in demand for Mexican beers is a result of a growing Hispanic population, a demography the company has been focusing on to widen its consumer base. The strategy helped the company's sales beat estimates for the third straight year.

The Hispanic population is the second-fastest growing ethnic group in the United States and accounted for 18 percent of the total population in 2016, according to Pew Research Centre.

Net sales rose 8.5 percent to \$1.77 billion in the quarter. Beer sales, which accounted for about 77 percent of the net sales in the quarter, rose nearly 12 percent to \$997.2 million.

DON'T IGNORE ALEXA'S POPULARITY

Amazon is updating their **Alexa** services to link directly from video providers like **Dish**, **Verizon**, **TiVo**, and **DirecTV**. The Video Skill API can launch or record a program to allow customers to use Alexa to translate voice commands to video viewing, according to DigitalTrends.com.

"The new recording capability of the Video Skill API enables customers to set and manage DVR recordings with their voice," said Amazon's **Brian Crum**. "Now a customer can simply ask, 'Alexa, record the Mariners game,' and their live TV provider service will set the recording. A customer can ask, 'Alexa, launch Prime Video,' to navigate directly to the Prime Video app on their TV, and to move within a video provider's controlling interface, customers can ask, 'Alexa, go to DVR.'"

Crum said the new service will be similar to what customers can already do with their **Amazon Fire**, but with the new API, the company is extending the service to outside video providers.

CUTTING BACK ON FB ADS? NOT MUCH

Facebook is working on image control after news that **Cambridge Analytica** misused their customer data, but advertisers don't seem too worried.

According to AdAge, of the top 1,000 advertisers on the platform, only seven stopped buying ads after the news, via data by Pathmatics. The companies included: **AthenaHealth**, **Mojoness**, **UsedCars.com**, **Charity Water**, **SimpliSafe**, and **Teecai**. However, Pathmatics CEO Gabe Gottlieb said the majority of advertisers are not making changes to their advertising strategy due to the controversy.

"This speaks to how important

Facebook is as an advertising channel, and that brands are surely making the decision that the benefits of the platform outweigh the smaller risks of brand damage due to association with it," Gottlieb said. "Furthermore, Facebook's advertiser ecosystem is very diverse, so only the largest spenders like P&G or Amazon could potentially impact its bottom line."

Facebook made a big change last week in response to the Cambridge Analytica story, by announcing they would be eliminating all third-party data for ad targeting. The company will be removing all data from vendors like Acxiom, Oracle Data Cloud (Datalogix), Epsilon, and Experian, as well as public targeting categories. Those include targeting factors including: items or brands the customer has purchased, items or brands they are in-market to purchase, and household income. Around 50 percent of the 1,200 categories that advertisers can currently use to target their ads will be removed with Facebook's announcement.

SINCLAIR REFILEING TRIBUNE DEAL

Broadcasting and Cable says look for **Sinclair** to file yet another version of its deal to buy the **Tribune** TV stations with the FCC, the fourth version since it was initially filed with the FCC last spring.

Sinclair has signaled to the FCC that its third version of the deal, submitted earlier this month, would not be the last and that there would be yet another version in a series of re-filings that have come in response to ongoing dialog with the Justice Department, which is apparently still ongoing.

Justice reviews media mergers for antitrust issues, while the FCC is charged with a broader public interest review.

SATURDAY NIELSEN RATINGS - LIVE + SAME DAY

| Time | Net | Program | A18-49 RT/SHR | Total Viewers (Millions) |
|-------|-----|------------------------|---------------|--------------------------|
| 8:00 | ABC | The Ten Commandments | 0.6/3 | 4.75M |
| | NBC | Dateline | 0.5/2 | 3.13M |
| | CBS | NCIS | 0.3/1 | 2.67M |
| | FOX | Masterchef Junior | 0.3/1 | 0.89M |
| 9:00 | CBS | NCIS: New Orleans | 0.4/2 | 2.96M |
| | FOX | Showtime at the Apollo | 0.3/1 | 0.91M |
| 10:00 | NBC | SNL Vintage | 0.6/3 | 2.59M |
| | CBS | 48 Hours | 0.5/2 | 3.48M |

