

## LOCAL TV MOVING TO IMPRESSION-BASED AD BUYING

### NBCU IS THE FIRST, BUT IT WON'T BE THE LAST

The days of selling local television using traditional Nielsen ratings points may one day be something old-timers share stories about to young reps. That day may be coming sooner than many realize. The move to impressions-based sales is getting a high-profile boost as **NBC** owned-and-operated local TV affiliates and their sister **Telemundo** stations are making an immediate shift away from ratings-based metrics.

In a letter sent to agencies obtained by **Axios**, **NBCUniversal** said the move is meant to address the reality that viewers don't just watch local stations in a traditional linear fashion anymore. "Rating points only measure linear television," it said. "Local TV needs to measure video viewing across all platforms."

NBCU may be among the first large groups to say they're moving away from ratings, but ad buyers and other television managers say they won't be the last. In fact, some have already quietly made the switch. **Bob Beville**, VP of sales for **Waterman Broadcasting**-owned **NBC 2 WBBH-TV** in Fort Myers-Naples, Fla., says his staff has been selling impressions instead of rating points for some time. "Selling impressions makes sense, especially to local decision makers who understand 'impressions' but might not fully understand GRPs," Beville says.

Some media agencies have also already moved beyond ratings points. **Magna Global** says it was the first to make such a move. Others are doing the same.

**Bernie Shimkus**, VP and director of research at **Harmelin Media** in Philadelphia, says his agency is having some "serious discussions" about moving to impression-based planning and buying next year. "It may not have been above the surface, but this has been a subject that has been bantered around below the surface much more actively this year," says Shimkus, who says he's a bit surprised to see local TV owners moving more quickly than the ad agencies after most have said they'd move when the buyers and Nielsen were ready. "It's not anything that's new to agencies. We do transact on CPMs and talk about impressions with so many other channels, including national network television. So that's not a stretch for us," he says.

Advocates say the biggest advantage to making the switch is that it allows for improved measurement at the local level. Specifically, it will allow broadband-only households that aren't watching though cable or satellite or over the air to be included in Nielsen's local sample. Shimkus says while that's still a relatively small number, as MVPD services like **Sling TV**, **YouTube TV**, and **Hulu Live**

### ADVERTISER NEWS

**Amazon** has leased a 500,000-square-foot space in Seattle for its first multi-level fulfillment center, in a move aimed at speeding delivery in densely populated areas, **The Wall Street Journal** reports. The three-story facility, which is the first such one in the U.S., will be outfitted with



freight elevators to move forklifts and ramps that let trucks pull up to second-floor loading docks... **Walmart's** e-commerce strategy has shifted from acquiring digital natives like **Bonobos** to creating digital-first brands in-house, **Walmart's** e-commerce CEO **Marc Lore** said. The strategy will allow the retailer to create new concepts, like mattress brand

**Allswell**, that have the potential to grow both online and in-store sales, he said... **Target** will hire 133,000 seasonal staffers this holiday season, and the company is forecasting a 3 percent to 4 percent increase in holiday sales over last year, the **Minneapolis Star Tribune** reports. The retailer says it will hire 125,000 seasonal employees in its stores, up from 120,000 last year, and 8,000 distribution center staffers to handle an anticipated rise in online orders... **Wendy's** is taking its breakfast menu nationwide in 2020 and will hire 20,000 new employees to support the morning meal, the company says. The fast-food chain, which has been a holdout in the breakfast area among major national chains, currently has breakfast in 300-plus restaurants, **USA Today** reports. Items on Wendy's breakfast menu includes the Breakfast Baconator, Frostyccino and Honey Butter Chicken Biscuit... **McDonald's** hopes that an investment in technology is the special sauce that will transform drive-thru ordering. The fast-food giant says it has an agreement to acquire **Apprente**, a Silicon Valley-based start-up specializing in conversational voice-based ordering technology... **PetSmart** is automating and optimizing demand planning and replenishment processes across the enterprise. According to **Chain Store Age**, the specialty pet retailer will roll out demand planning and replenishment technology from **Relex Solutions** to plan demand for its more than 1,650 stores, distribution centers and its e-commerce site.

## NATIONAL SALES MANAGER

Tucson, AZ. CBS affiliate, Gray Television

- ◆ Deep knowledge of national/political ad sales required
- ◆ Must possess strong leadership skills
- ◆ Proven track record of success!
- ◆ Two or more years of National sales experience preferred



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## DORIAN COVERAGE: LOCAL TV TOPS, STUDY SAYS

TVB says a proprietary **Hurricane Dorian Media Usage Study** conducted by **Dynata** reveals that local communities affected by the storm chose local broadcast TV stations as their preferred news source for coverage.

TVB President and CEO **Steve Lanzano** said in a news release: "Local communities continue to rely on their local broadcast TV stations to deliver up-to-the-minute and potentially life-saving coverage in times of emergency... Data from the Hurricane Dorian Media Usage Study revealed that local communities overwhelmingly chose TV station news over all other resources to deliver the most accurate weather coverage and critical safety information they need."

TVB commissioned Dynata, a global expert in online market research, to survey 861 respondents about their media consumption habits related to Hurricane Dorian. Dynata found that 84 percent of respondents used TV station news for information about Hurricane Dorian. And at three hours and 24 minutes, they spent more time with local broadcast TV than any other source. That's more than twice the time spent with the second- and third-highest platforms, network TV and social media, respectively.

Three-quarters of respondents chose broadcast TV for information when preparing to face severe weather.

## NETWORK NEWS

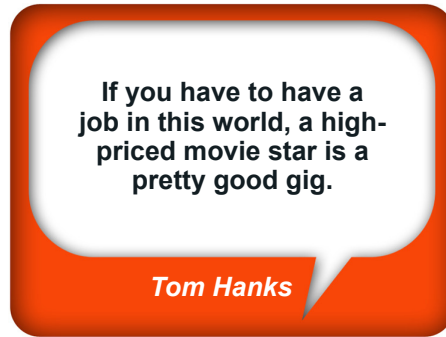
**NBC** has renewed songwriting competition series **Songland** for a second season. The series has produced **iTunes** chart-topping singles for artists including **Leona Lewis, Macklemore, The Jonas Brothers, John Legend, The Black Eyed Peas** and **Kelsea Ballerini** in its first season, which premiered May 28. Each week, one guest recording artist comes to Songland to hear unknown songwriters pitch their original material. Four songwriters perform their original tracks in front of the guest artist and producer-mentors **Ryan Tedder, Ester Dean** and **Shane McAnally**, and at the end of the episode one song is chosen to be released as the guest artist's next single...

**Fox Television Stations' 25 Words or Less**, a game show premiering Monday in 98 percent of the U.S., will feature a **Friends** reunion/faceoff with **Courteney Cox** and **Lisa Kudrow**. The matchup, timed to the 25th anniversary of **Friends**, involves just two of the celebrity guests on tap for the show's debut season. The others are **Chelsea Handler; Chris Noth; Oscar Nunez; Melissa Peterman; Rick Fox; Lea Thompson; Mary McCormack; Willie Garson; Natalie Morales; Loni Love; Penn Jillette; Alison Sweeney; Jamie Kennedy; Tisha Campbell; Dr. Drew Pinsky; Margaret Cho; Jane Lynch; Pete Holmes; Val Chmerkovsky;** and **WWE** wrestlers **Kofi Kingston, Xavier Woods, Apollo Crews** and **Ali**. **Meredith Vieira** is the host... **Mitch Silpa**, known for his work in comedies such as **Bridesmaids**, is taking a dramatic turn with a recurring role on **CBS'** new legal drama series **All Rise**, which follows the dedicated, chaotic, hopeful and sometimes absurd lives of the judges, prosecutors and public defenders who work in the Los Angeles legal system.

## AVAILS

**WFLX FOX29** has an immediate opening for a **Sales Account Manager**. This position includes training in all aspects of TV sales and research. Selected candidate will also participate in New Business development for WFLX, wflx.com and the Bounce network. Your college degree, strong computer skills, math aptitude, creativity and understanding of the sales process are the keys to a competitive salary/commission/benefit package – in West Palm Beach! [APPLY ONLINE](#) and attach your resume with cover letter. No calls, please! EOE/M/F/D/V.

Hearst Television's **WCVB-TV, Boston**, has an opening for a **Digital Client Services Coordinator**. The Digital Client Services Coordinator will play a vital role in the planning, execution and delivery of digital marketing campaigns. They are responsible for planning and implementing strategic marketing programs using WCVB's digital products while developing their knowledge and skill set of digital and technology marketing. Click [HERE](#) to



apply. EOE M/F/D/V.

**ABC7 Los Angeles Strategic Partnerships** is seeking an **Account Executive** to drive non-traditional revenue across all KABC media platforms. Candidate will identify potential client's needs, craft a compelling sales story, share it with passion, conviction, integrity and authenticity, close the deal, and deliver superior customer relations and service. Minimum 5 years of experience in media sales and marketing, and a Bachelor's degree in business, marketing or related field preferred. Must have a passion for winning! If qualified, apply online at [www.abc7.com/jobs](http://www.abc7.com/jobs). EOE.



**ACCOUNT EXECUTIVE, Tampa, Fla. — FOX O&O, WTVT:** This opening at the top-rated station in Tampa requires the servicing of existing transactional accounts along with the development of new broadcast and digital business. Candidate must be highly motivated and possess strong presentation and prospecting skills. Position requires prior broadcast sales experience, preferably in an LPM market. Excel and Power Point are a must, and a working knowledge of WideOrbit, PRIME Lingo and Kantar Media a plus. College degree is preferred. [CLICK HERE](#) for more info or to apply now. EOE.

**Cox Media, Metairie, La.,** is looking for an exceptional **Local Sales Manager**. The LSM will lead, manage a local sales team, and oversee all sales activities creating a high-performing, fun and successful team environment. The LSM will use Cox Media cable television and digital advertising solutions as the foundation of marketing campaigns to grow revenue in local and regional markets. Bachelor's degree and 2+ years' experience leading a team of 5 or more people required. Please [CLICK HERE](#) to apply online. EOE M/F/D/V.



See your ad here tomorrow! [CLICK HERE](#) for details.

## VIRTUAL PAY-TV SERVICES 'USE' DOWN VS. '18

While individual subscription video services like **Netflix** generally continue to grow in subscribers and viewership, new virtual pay-TV services — which provide access to traditional TV networks — are slipping, according to a recent **TiVo** research report.

When asked what vMVPDs (virtual multichannel video program distributors) respondents “use currently,” many major services have been shown “to stall or are slowly decreasing.” For example, **YouTube TV** is down 29 percent to a 8.5 percent “use” number in 2019 versus 2018. **DirectTV Now**, which has had significant, publicly disclosed subscriber declines, is off 34 percent to a 4.3 percent number. **Sony’s PlayStation Vue** has lost 25 percent and is now at a 3.3 percent level.

Two of the better-performing vMVPDs — in terms of overall industry declines — are **Hulu with Live TV**, which is 3 percent lower to a 6.7 percent “use” among respondents, and **Sling TV**, which has dropped 7 percent to a 3 percent use. TiVo says that according to its survey, 30.5 percent claim not to use “any” subscription video-on-demand services.

Overall, TiVo says live TV still sees the strongest results from viewers, with 65.8 percent of respondents saying they’re watching one hour of TV or more “regularly”; 52.4 percent saying they watch OTT programming for an hour or more, and 46.8 percent saying they view DVR/time-shifted video for an hour or more.

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carry local stations as part of their packages the change will mean those viewers will no longer be missed as those broadcast viewer numbers grow.

Beville and others say the shift to impressions also helps when showing how television reach compares to or complements digital, since that’s the metric that digital ads are sold on. Speaking the same metrics as digital could also help make local TV more attractive to agencies like his.

“Consistency and ease is certainly a potential benefit,” Shimkus says. “It has even longer-term benefits as we start to move toward advanced targeting in television when we move beyond age and sex demographics.”

The biggest remaining last hurdle may simply be resistance of some buyers who’ve grown accustomed to buying by ratings and not impressions. Beville says Nielsen is also trying to help by encouraging advertisers and agencies to get on board. But it won’t happen overnight. “It’s like moving from imperial to metric,” Beville says. “It may take some time.”

## THIS AND THAT

**Apple CEO Tim Cook** says **Apple TV+** will launch Nov. 1 and cost \$4.99 a month. Apple TV+ will be available in more than 100 countries at launch... **Walt Disney** is warning subscribers to **AT&T’s** video services that they could lose networks including **ABC** and **ESPN** unless a new distribution agreement is reached. AT&T, which owns **DirectTV**, **Uverse** and **AT&T Now**, just got over a blackout of **CBS** and TV stations owned by **Nexstar**.

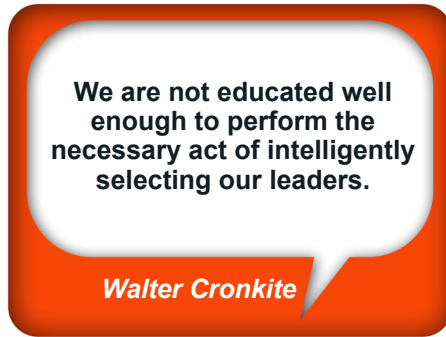
## SMALL BIZ ECONOMIC CONFIDENCE ERODES

It appears that worry about the economy has started to catch up to small-businesses owners. One of the primary barometers of their sentiment was released yesterday, and the results were troubling, although not completely negative, **24/7 Wall Street** reports.

The **National Federation of Independent Business Small Business Optimism Index** for August showed a drop of 1.6 points from the month before. At 103.1, the index showed that sentiment is still better than normal. However, there were cracks in the figures.

“In spite of the success we continue to see on Main Street, the manic predictions of recession are having a psychological effect and creating uncertainty for small-business owners throughout the country,” NFIB President and CEO **Juanita D. Duggan** said in the August report. “Small-business owners continue to invest, grow, and hire at historically high levels, and we see no indication of a coming recession.”

Though small-business owners have become more concerned about the future, the reasons are not entirely negative: “The **Uncertainty Index** rose four points in August, suggesting that small-business owners are reluctant to make major spending commitments,” the report said. “In fact, the main impediment to more growth is the record level of no qualified workers.”



## REPORT: CBD SALES TO REACH \$20B BY 2024

As retailers decide whether cannabidiol (CBD) products are an emerging trend or just hype, new research from **Acosta** finds that more than a quarter of U.S. consumers are now using them.

Twenty-eight percent of consumers polled use CBD products on an as-needed (19%) or daily (9%) basis, Acosta said in its report **The CBD Effect: A Rapidly Emerging Consumer Trend**, released yesterday. The study projects CBD product sales to consumers to hit \$20 billion by 2024.

CBD in recent years has become a popular remedy for a range of everyday health issues. A naturally occurring and non-intoxicating compound in hemp plants, CBD is permitted within federal and state regulations.

## MONDAY NIELSEN RATINGS - LIVE + SAME DAY

Time	Net	Program	Adults 18-49 Rating/Share	Viewers in Millions
8:00	ABC	Bachelor in Paradise	1.4/7	5.26M
	NBC	American Ninja Warrior	0.9/5	5.00M
	CBS	Lip Sync to the Rescue	0.5/3	3.55M
	FOX	So You Think You Can Dance	0.4/2	1.92M
	CW	Penn & Teller: Fool Us	0.2/1	1.18M
9:00	CBS	CBS Fall Preview Show	0.4/2	3.06M
	CW	Whose Line Is It Anyway?	0.2/1	0.92M
9:30	CBS	The Big Bang Theory	0.4/2	2.57M
	CW	Whose Line Is It Anyway?	0.2/1	0.86M
10:00	NBC	Dateline	0.7/4	4.13M
	ABC	Grand Hotel	0.6/3	2.80M
	CBS	Bull	0.3/2	3.04M