

KBB SAYS SUV DEALS ARE HOT THIS SUMMER

TRUECAR: MINIVANS TRYING A COMEBACK

The consumer shift from sedans to SUVs and crossovers has led to a lot of discounting by manufacturers in recent months to move sedans off of dealer lots. But while SUVs are the hot sector, that doesn't mean brands aren't competing to get consumers to buy their model rather than the other guy's SUV. The latest monthly report from **Kelley Blue Book** focused on the best deals being offered in the segment, with analyst **Jack Nerad** noting that "low gas prices and changing tastes are pushing SUV sales to record numbers."

The list of 10 hot deals for June includes subcompact, compact and midsize SUVs, running the gamut from two-row off-roaders to three-row luxury models. "To top it off, many of these SUV deals are available through the Fourth of July holiday weekend, which typically is a great time for consumers to snag a deal on a new car," Nerad added.

#1 is a lease deal of \$189 per month for 36 months (\$1,899 down) for a 2016 **Nissan Rogue** (pictured). The next two are also lease deals: \$199 per month for 39 months (\$2,179 down) for a 2016 **Buick Encore**; and \$199 per month for 39 months (\$1,619 down) for a 2016 **Chevrolet Trax**.

As an outright purchase, #4 is \$3,500 cash back on a 2016 **Jeep Cherokee** with an MSRP of \$26,190 and KBB's "Fair Purchase Price" of 24,752. Next is 0% financing and \$1,000 cash back on a 2016 **Ford Escape** with an MSRP of \$26,195 and KBB's "Fair Purchase Price" of \$24,296.

Rounding out the top 10 SUV deals (all 2016 models) are lease deals for the **Buick Enclave** and **Kia Sorento**; 0% financing and cash-back deals for **Jeep Renegade** and **Ford Flex**; and at #10 a lease deal for the **Toyota RAV4**.

Some of the market share that has moved to SUVs in recent years no doubt came from minivans, but the new 2017 **Chrysler Pacifica** is trying to revitalize the segment in a big bet by **Fiat Chrysler Automobiles**. Meanwhile, two 2016 model minivans from FCA make **TrueCar's** list of the biggest savings off MSRP being offered by manufacturers this month.

"To say that minivans have been the 'Rodney Dangerfield' segment of the auto market for many years, in terms of not getting the respect they deserve, is an understatement," said TrueCar VP **Eric Lyman**.

Savings worth noting in the segment include as much as \$6,320, or 21%, off MSRP for a 2016 **Dodge Grand Caravan**. The Grand Caravan's sister model, the 2016 **Chrysler Town & Country**, currently can see savings worth as much as \$5,315, or 16.2%, off MSRP this month.

ADVERTISER NEWS

The monthly **MillerPulse** report confirms the restaurant industry is in a slump—overall same-store sales were up just 0.2% in May (the worst results in over three years) and comps at quick-service chains were down 0.3%. Overall traffic was down 1.8%, worst since a bad weather month in January, 2014, and QSR traffic fell by 1.6%. Casual dining traffic wasn't any better at down 2%, but at least casual dining sales managed a 0.8% increase.....

Pizza Hut is bringing back its **Triple Treat Box** for the summer, after introducing the idea as a limited time offer for the winter holidays last November. The three-level package includes drawers for two pizzas and a third for breadsticks and a cookie..... **Kroger** achieved its 50th consecutive quarter of positive identical supermarket sales growth (excluding gas) at plus 2.4%, with total sales, again excluding fuel, up 4.7% to \$34.6 billion. It's optimistic about the rest of the year, estimating full-year

identical store sales from +2.5% and +3.5%. Among local banners are **Fred Meyer**, **Fry's**, **Harris Teeter**, **Ralphs** and **Smith's**..... **Southeastern Grocers**, parent of **Winn-Dixie**, **Bi-Lo** and **Harvey's** has launched a new Hispanic banner called **Fresco y Mas** in a former Winn-Dixie store in a Miami suburb. In line with the growth of "grocerants," the store will include a café featuring authentic Hispanic foods along with a bigger Hispanic product assortment.....

Tyler, Texas-based **Brookshire Grocery** is also starting a new banner, **Spring Market**, in 26 sites in Louisiana and Texas after acquiring the former **Walmart Express** locations. Brookshire already operates more than 150 supermarkets under its own banner as well as **Super 1 Foods** and **FRESH by Brookshire's**..... **Rite Aid** reported disappointing quarterly numbers with same-store sales up just 0.4% and a loss of \$4.6 million compared to a profit of \$18.8 million in the same quarter last year. The third-largest retail drug chain still expects to be taken over by number one **Walgreens** before the end of the year.....

Coca-Cola is continuing its initiative to re-franchise bottling operations and Charlotte-based **Coca-Cola Bottling Consolidated** is picking up territory in Tennessee, Mississippi, and Arkansas (including Memphis and Little Rock). Additionally, Consolidated has made a deal with Birmingham-based **Coca-Cola Bottling Company United** to exchange territory in several Southeastern states to build more-contiguous territories for both companies..... **Beverage World** reports Starbucks is launching **Starbucks Cold Brew** coffee this week with distribution in grocery and convenience stores.



NETWORK NEWS

Beginning this Saturday, June 18, **NBC** and **NBCSN** will combine to present primetime coverage of the 2016 **U.S. Olympic Trials** during an unprecedented 20 of 23 nights in diving, swimming, gymnastics, and track and field. It all leads up to the **Games of the XXXI Olympiad** in Rio de Janeiro, Brazil, this August on the networks of **NBCUniversal**. Coverage begins this Saturday night at 8:00 pm (ET) on NBCSN with the U.S. Diving Trials. NBC's coverage of the finals begins Saturday, June 25, at 4:30 pm (ET), and continues in primetime at 8:00 pm (ET)—plus the next day.....**Tyler Hoechlin** has been cast as Superman, appearing in the first two episodes of **Supergirl** this Fall as the series moves to **The CW** for its second season....."Summer vacation" is the theme for the **Big Brother** house this season, promising "exotically themed" rooms and a completely redesigned backyard. **Big Brother** debuts Wednesday, June 22, at 8:00 pm (ET) on **CBS**.....**Wilmer Valderrama** has joined the cast of **NCIS** on **CBS** as a series regular. He will play a once grounded NCIS field agent who accepted a deep cover assignment years ago and never resurfaced—until now.....**NBC's Premier Boxing Champions** (PBC) travels to Chicago in primetime this Saturday, June 18, live at 8:30 pm (ET), highlighted by a 10-round light heavyweight bout between **Andrzej Fonfara** of Poland and New Yorker **Joe "The Irish Bomber" Smith Jr.**

WEDNESDAY RATINGS

Even though it was a rerun, **American Ninja Warrior** delivered the demo win for **NBC** on a slow Wednesday night, scoring an average 1.1 rating in Adults 18-49 and 2.7 in Households, with an average audience of 4.286 million. **FOX**, with **MasterChef**, was at 1.0 18-49, 2.2 HH and 3.370 million; **ABC**, with all reruns, 0.9 18-49, 2.2 HH and 3.350 million; **CBS**, also with 100% reruns, 0.7 18-49, 2.8 HH and 4.191 million; **Telemundo** 0.6 18-49, 0.9 HH and 1.558 million; **Univision** 0.5 18-49, 0.8 HH and 1.436 million; and **The CW** 0.2 18-49, 0.6 HH and 0.945 million.

FOX PLANS FALL BLITZ

FOX will pack all of its Fall premieres into a single week—Monday, September 19 through Sunday, September 25. Returning series fill the first two days, with **Gotham** and **Lucifer** on Monday; and **Brooklyn Nine-Nine**, **New Girl** and **Scream Queens** on Tuesday. The series premiere of **Lethal Weapon**, starring **Clayne Crawford** and **Damon Wayans Sr.**, kicks off Wednesday, followed by the return of **FOX's #1 series, Empire**. Thursday has returning **Rosewood**, followed by the series premiere of **Pitch**, starring **Kylie Bunbury** as the first woman to play MLB. Friday has the season premiere of **Hell's Kitchen**, followed by the all-new **The Exorcist** starring **Geena Davis** and **Ben Daniels**.

Sunday brings the series premiere of the unusual live-action/animation hybrid **Son of Zorn** following two animation veterans—**Bob's Burgers** and the season 28 premiere of **The Simpsons**. The evening is rounded out by more animation with **Family Guy** and the third season premiere of the live-action comedy **The Last Man on Earth**.

AVAILS

Telemundo 47 (WNJU, New York) seeks an experienced Account Executive who can help brands and businesses connect with Hispanic consumers, prepare proposals, negotiate and sell commercial airtime for WNJU and the station's other platforms such as digital, social and out-of-home media. Minimum 5 years' experience in television or other media sales, and a four year degree required. We're looking for someone to maximize revenue from an assigned list of clients as well as pursue and develop revenue from new advertisers. **CLICK HERE** for more info or to apply now. EOE.

WCCB Charlotte, the 2016 CW Network Model Affiliate Award Winner, is looking for a **Digital Sales Manager** who can lead our team members to develop winning digital marketing strategies for our clients. The ideal candidate will be someone with a passion for new media and the tenacity to keep up with its evolution. All candidates must have prior experience selling digital products with a proven track record. If qualified,

please submit resume your resume to carol.mangin@wccbcharlotte.com. EOE.

WKRN-ABC and MeTV in the "It City" of **Nashville TN** has an outstanding opportunity for an experienced **Account Executive**. We are looking for highly motivated individuals that have a focus on developing new business and selling multi-platform properties. Our digital capabilities and platforms are leading the market in performance. We are looking for an experienced AE that has a history of handling large regional accounts, growing existing share, selling promotions and achieving budgets. **CLICK HERE** to apply now. EOE.

WUPV, in **Richmond, VA** has a fantastic opportunity for an experienced **LSM** or senior account executive ready to move up to our open **LSM** position in market #56. Strong background in Local Core/Digital sales and agency negotiation preferred. A well-developed skillset to budget, grow and accurately forecast revenue a must. If you possess creative leadership skills, the ability to develop new business, relationship-building skills and a successful track record in television and/or media sales, send your resume to dhayes@cwrichmond.tv. Drug Screen and MVR check required. EOE-M/F/D/V.

WIS, the NBC affiliate, and dominant multi-platform media outlet, in **Columbia, SC**, has an opening for an experienced **Local Account Executive** with 3-5 years sales experience. You must have a proven track record of negotiating and developing business in broadcast sales and digital sales. Position requires that you are computer literate, and possess excellent verbal and written communication skills. Qualified applicants, get more info or

click to **APPLY NOW** and attach cover letter and resume. No phone calls please. EOE-M/F/D/V

Two robbers stole \$16,000 worth of iPhones from a New York Apple store by dressing as 'Apple Geniuses.' Police are on the lookout for two actual geniuses.

Conan O'Brien



GEN Z THREAT TO TV NETWORK BRANDS

TV networks still lead media categories in brand equity, but Internet radio, video streaming subscriptions and others are closing the gap, according to **The Harris Poll 2016 EquiTrend Study**. Media brand equity leaders in the 28th annual study include **Netflix, YouTube, ABC, CBS** and **Pandora** Internet radio.

“Brand equity in media appears to operate somewhat differently than it does in other categories, reflecting the changing relationships between mass, targeted and even personalized channels,” said **Joan Sinopoli**, vice president of brand solutions at **Nielsen**, which owns The Harris Poll. “Some of the highest equity media brands may have limited penetration among the media-consuming public, but those that consume them, love them. They are true ‘fan brands’.”

Netflix is The Harris Poll’s 2016 Video Streaming Subscription Brand of the Year and holds the strongest brand equity among media companies. Netflix holds a substantial lead over its nearest video streaming subscription competitor—**Amazon Prime Instant Video**—in both equity and connection. However, it scores immediately behind Amazon Prime Instant Video when it comes to momentum.

According to the study, while broadcast TV networks maintain the media equity lead, various cable networks with targeted content, as well as streaming entertainment, are making inroads. And, over the last five years, social networking sites and video streaming subscriptions have built brand equity, up 9% and 2%, respectively.

History was tops for Factual Entertainment TV; **The Weather Channel** for TV News; **AMC** for General Entertainment TV; **Discovery Family** for Kids TV; **ESPN** for Sports TV; and **Great American Country** for Music TV.

Despite its strong lead over video streaming subscriptions (EquiTrend score 68.4 versus 61.1), The Harris Poll study shows that the TV networks category will face its strongest challenge not with Millennials, but with Generation Z. According to the research, Millennials award a similar level of equity to TV networks as do older generations, but a sharp decline in TV network equity among Generation Z tips the scales in favor of streaming.

“While much focus has been on millennials’ media consumption, Gen Z stands to be the real disruptor,” said Sinopoli. “With an abundance of new media choices, such as **Crunchy Roll** and **Twitch.tv**, the mobile-first generation will accelerate media fragmentation at a speed we can barely grasp today.”

NBC O&Os LAUNCH ALEXA NEWS CONTENT

The **NBC Owned Television Stations** division of **NBCUniversal** announced that its **NBC** stations and regional news network **nebn** have launched local news updates on the **Alexa**-enabled devices such as the **Amazon Echo**. The NBC O&Os are the first local television station group to offer local Flash Briefings on Alexa-enabled devices, making content available whenever and wherever consumers want it.

AVAILS

WTAJ-TV in the Johnstown/Altoona/State College, PA market is seeking a **General Sales Manager**. Candidates should have a proven sales management background with a broad understanding of both national, local and digital sales, as well as a minimum of 5 years



of TV sales management experience. Strong leadership, people skills and ability to grow revenue are must haves.

If you exhibit positive leadership skills and are a cohesive team-builder who can generate revenue share growth, **CLICK HERE** to apply. WTAJ-TV is a Nexstar Broadcasting station. Equal Opportunity Employer.

MORE AVAILS ARE ONLINE @ SPOTSDOTS.COM
To place a classified, please email: ads@spotsndots.com

Uber in Seattle just started letting users reserve a ride as far as 30 days in advance. It's a little weird that they still let you see where your driver is that entire time.

Jimmy Fallon

HEAVY OTT FOCUS BY MILLENNIALS

Research by **Parks Associates** finds that 23% of Millennial heads of household are OTT-only households, higher than the national average of 15% among all U.S. broadband households. The firm’s analysts also note that 61% of Millennials subscribe to both pay-TV and OTT services, also higher than the national average of 52%.

“Younger consumers are willing to subscribe to pay-TV service, provided the offerings align with their expectations,” said analyst **Ruby-Ren Bond**. “In particular, Millennials show higher-than-average affinity for popular culture and premium movie channels as well as programming for younger children.”

Parks Associates OTT data show that 64% of U.S. broadband households subscribe to an OTT video service, up from 59% in 2015. The average monthly spending on Internet-based subscription video-on-demand (SVOD) services among U.S. broadband households increased from \$3.71 per month in 2012 to \$6.19 per month in 2015.

Approximately 20% of U.S. broadband households cancelled at least one OTT service in 2015. 5% of U.S. broadband households cancelled Netflix in 2015, up from 4% doing so a year earlier.

THIS AND THAT

Sumner Redstone, who controls both **Viacom** and **CBS Corp.**, has filed in a Delaware court to remove CEO **Philippe Dauman** and four other directors from the Viacom board. Some of the ousted board members are already challenging the move with their own court action—so the drama will continue.....The latest in the **Tribune Broadcasting-Dish Network** standoff is that Dish has asked for binding arbitration and for Tribune to allow its 42 local TV stations and **WGN America** to return to carriage by the satellite company “for the benefit of innocent customers.” Such arbitration is required for **Comcast** under the FCC terms approving its acquisition of **NBCUniversal**—but that does not apply to Dish and other MVPDs.....Analysis done by *Furniture Today* finds **Serta** continued to reign as top bedding producer last year, but the **Ashley** brand produced the biggest growth in the industry, up almost 64% to surpass \$100 million for the first time.