



# EXTRA<sup>®</sup>

S H O W D A I L Y

NATPE • MIAMI BEACH

WEDNESDAY, JANUARY 17, 2018

## OTT'S MARKET JUMPS

BY CATHY CORCORAN

The good news is that media consumption is growing, with the average American viewing media 73 hours per week, up from 64 hours per week just one year ago. The bad news—depending on your company's media niche—is that more than 50 percent of viewing is happening on screens other than traditional TV sets.

More than two-thirds of U.S. households now have

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## STATIONS PUSHING AHEAD

BY KRISTIN GALLAGHER

With the recent seismic activity in consolidation and mergers—think Disney and FOX, AT&T and Time Warner—along with the advent of ATSC 3.0 and rapidly developing competing technology, station groups are here at NATPE to examine a wide range of industry issues and discuss navigating a path to success in a changing landscape. Because consolidation

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PHOTO BY ALEX MATEO

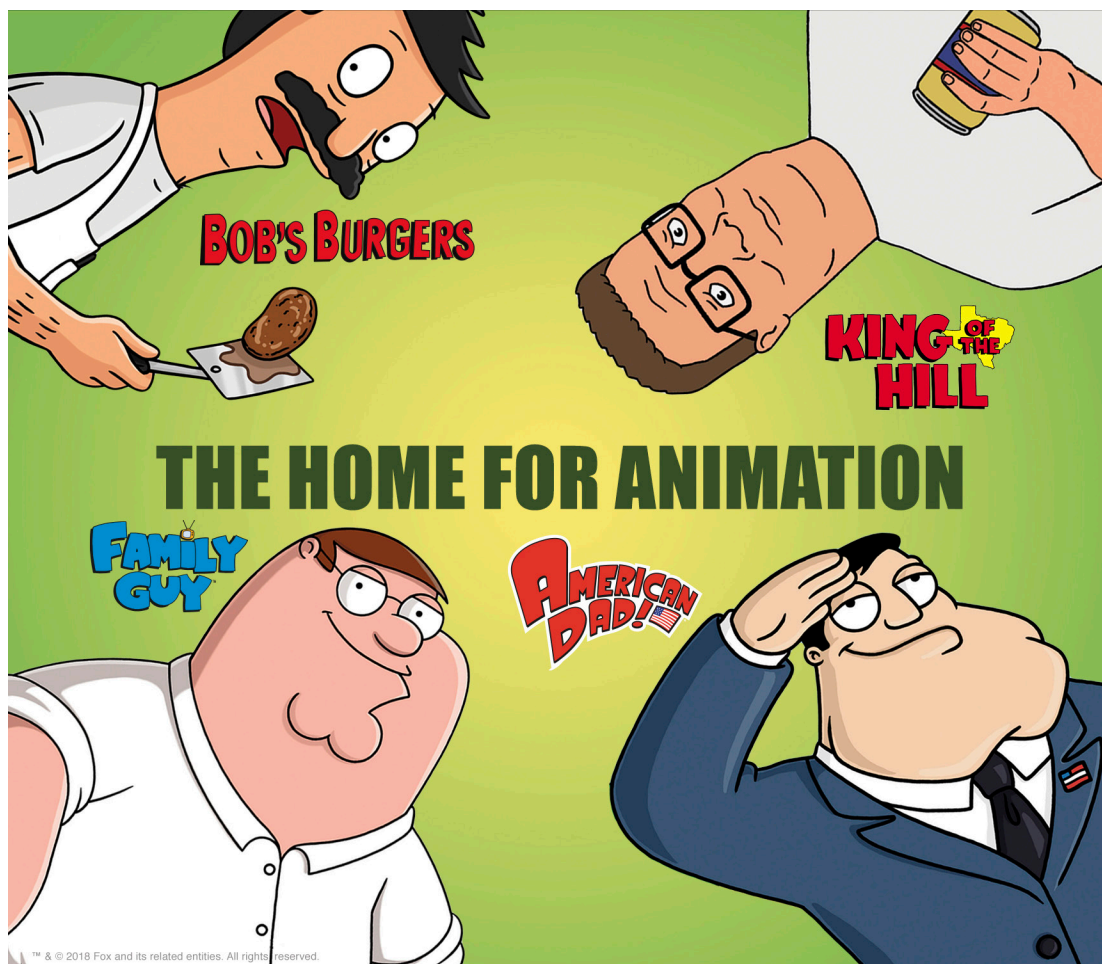
High profile debates tackled critical issues Tuesday as panelist Stacey Schulman, Executive VP of Strategy & Research for Katz Media Group, left, weighed in on OTT discussions, and Macquarie analyst Amy Yong delved into how investors are perceiving the industry. More on the OTT panel, story at left; investors panel, story at right.

## INVESTORS MONITOR CHANGE

BY KRISTIN GALLAGHER

Rapid change in the media industry has investors sitting up and paying attention to how both traditional media companies and new players adapt to establish a foothold amidst changing technology, new consumer viewing habits, and the increasingly global marketplace. Panelists in *View from the Street: How Investors Interpret Change in the Media Industry* kicked off NATPE programming with a frank and

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**at deadline**

TEGNA and Sony Pictures Television have announced a multi-year distribution pact for TEGNA-owned programming, both domestically and internationally. Under the terms of the deal, Sony will distribute all TEGNA owned first-run programming, including the new series *Daily Blast Live*, as well as future developments.

E.W. Scripps has greenlit a second season for *Pickler & Ben*, its Nashville-based daytime talker hosted by country music star Kellie Pickler and

See 'DEADLINE' Page 2

Emmy Award-winning TV personality Ben Aaron. Recorded in front of a live studio audience, the show features the best in lifestyle and entertainment. In its first season, which debuted Sept. 18, 2017, *Pickler & Ben* has featured a roster of celebrity guests including Dolly Parton, Faith Hill, Tim McGraw, and Little Big Town. Recorded in Nashville on an expansive modern farmhouse-styled set, the show draws its focus from the trends and interests of Main Street America and everyday Americans, with Pickler and Aaron joined in segments by top celebrities, tastemakers and experts on everything from entertaining and home design to cooking and DIY.

To clarify the syndicator listings published in yesterday's **EXTRA EXTRA**:

NBCUniversal Domestic Television Distribution first-run broadcast syndicated programming includes *STEVE, Harry, Access, Access Live, Maury, The Jerry Springer Show and The Steve Wilkos Show*. In addition, the division distributes the retro TV broadcast network, *Cozi TV*, and weekend syndicated series *On the Money and Open House*. Current off-network programming includes *American Ninja Warrior, Law & Order: Criminal Intent, Law & Order: Special Victims Unit, Chicago P.D.* and *Dateline*.

Montreal-based **Quebecor Content, Fair-Play and Omnicom Media Group's Highway Entertainment** have inked their first partnership for the funding and worldwide distribution of *Revolution*. Originally developed jointly by Quebecor Content and Fair-Play, *Revolution* will be the biggest TV dance competition ever seen in Quebec.

# STATION GROUPS DEAL WITH CHANGING LANDSCAPES

CONTINUED FROM PAGE 1

is such a hot button topic, the Station Groups Track wouldn't be complete without a laser focus on the industry's future.

"Station Groups are producing their own content and competing in a world where there are more platforms than ever," said NATPE President and CEO JP Bommel. "As new technology develops so will syndication. Syndication is still very important as this is how

with great opportunities moving forward from a business standpoint—be it with content, advertising or syndication," McDermott said. "We are leaping from where we are today to opportunities we have never had before. We have to be innovative, creative, and in tune with technology and what it can do for us. We have to embrace these opportunities."

For example, when viewed in conjunction with better access to data,

Gone are the days when we can look at a simple household sample. We as buyers and sellers have to understand the value and relevance of the audience. It's no longer just how big is [the] audience," Walsh said. As budgets tighten and stations seek to maintain a competitive edge, money has to work a lot harder than it used to, and accomplishing that means reaching the right target, he said. Of course, there is no one single measure of success; quality con-

In addition to the potential use of data for emergency information through geo-targeting of specific local populations, panelists are expected to cover how the use of data relates to maintaining a competitive presence. "Next Gen has advantages and disadvantages compared to the 5G, but Next Gen puts broadcasters in that same league and will allow us to become both partners and competitors with the telecom industry," Amy said. Co-panelist Anne Schelle, Managing Director, Pearl TV, agreed. "Increased accessibility to and ownership of viewer-ship data is extremely impor-



**Deb McDermott, McDermott Media Group**



**David Amy, Sinclair Broadcast Group**



**Ira Bernstein, Lionsgate's Debmarm-Mercury**

NATPE started and is still a part of its core foundation."

The Station Groups Track will include a Leadership Debate on station consolidation hosted by Ira Bernstein, Co-President, Lionsgate's Debmarm-Mercury. While opinions about what consolidation means for the future may differ, Bernstein and Co-President Mort Marcus identified centralized promotion and marketing as an advantage to consolidation from a programmer's point of view.

Bernstein also added, "It's a fact that consolidation is happening, but not with everyone." He said it's still crucial to look at the basics, such as what companies are doing to program stations, with or without the existence of consolidation. While consolidation is a cost-conscious move, Bernstein noted, "Just because you control the cost doesn't mean you will have a successful show. It's about balance. I think what everyone searches for is one answer to exactly how do you succeed. And there isn't one answer."

Deb McDermott, CEO, McDermott Media Group and Station Groups Forum keynote speaker, anticipates a robust discussion on the opportunities that consolidation presents. "We have a lot to accomplish

McDermott believes it will be easier to standardize emerging technology with larger companies leading that effort. "Consolidation helps all of us." She continued, "Soon we'll have the ability to measure every television, IP internet connected television, and smart television in the United States; think about the information that provides for creating content."

In addition, McDermott noted increasing opportunities to sell targeted services across the world and the ability to negotiate with suppliers on more of an equal footing. "These are huge opportunities for our companies to grow and be even more important elements of our ecosystem," she said.

Another opportunity is greater access to your data. "It may not be the sexiest topic in the world, but it's among the most fundamental to everyone attending," said industry leader Steve Walsh, Executive VP Local Markets, comScore. He is moderating a panel focused on data, *The State of Local Market Measurement: How Local Television Stations and Agencies are Navigating the Evolving Measurement Landscape*.

"Data is fundamental in the decisions we make every day.

tent, changes in technology, and cross platform content delivery are part of the equation in what Walsh described as a "constant quest to get a better understanding of the future."

And while data is huge, it can't just be any data. It has to be "clean, detailed, representative and properly projected," he said. Those interested in the mechanics of using data and capitalizing on new technology shouldn't miss the panel moderated by McDermott, *Making the Most out of ATSC 3.0: How Next-Gen Data Can Drive a Broadcast Revenue Renaissance*.

ATSC panelist David Amy, Vice Chairman of Sinclair Broadcast Group, said, "The scope of possibilities is significant, providing point-to-multipoint advantages and reliability. The potential warning capabilities alone may have been enough to save lives in the California mudslides," he said. A recent false alarm—via emergency alert warnings on broadcast TV and by cellphone—in Hawaii involving missiles catapults the topic into the news this week and highlights the importance of these messaging systems.

tant for local broadcasters," she said. The ability to enable data-informed transactions across platform in a controlled manner will bring increased revenue opportunities, she said. "You will start to see broadcasters leverage data in the OTT environment which will eventually move to linear as new platforms like ATSC 3.0 emerge." Schelle will focus some of her comments on the emerging ATSC 3.0 standard and the monetization opportunities it will provide programmers.

**TODAY  
STATION  
GROUPS TRACK**

**ALL SESSIONS:  
MONA LISA  
BALLROOM  
EDEN ROC MIAMI BEACH**

**KEYNOTE: STATION  
GROUP FORUM  
& RECEPTION  
1:30-4:45 pm**

# Conversations As Diverse As America

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*Soledad O'Brien*

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# BRANDON TARTIKOFF LEGACY AWARDS

Recognizing the enormous impact of the legendary network programmer Brandon Tartikoff, NATPE pays tribute through the presentation of its annual Brandon Tartikoff Legacy Awards. The awards acknowledge TV professionals who share Tartikoff's extraordinary passion, leadership, independence and vision in the creation of TV programming. Here are the 2018 honorees.

— compiled by Cathy Corcoran

## Five Minutes With... Jane Fonda

Fonda has won two Academy Awards, seven Golden Globes, an AFI Lifetime Achievement Award, and an Honorary Palme d'Or from the Cannes Film Festival. She revolutionized the fitness industry with *Jane Fonda's Workout*—still the top grossing home video of all time—and went on to create 23 home exercise videos, 13 audio recordings, and seven bestselling books.

She starred in dozens of highly acclaimed productions, and directed and produced both films and TV shows. Her credits include *Coming Home*, *The China Syndrome*, *Nine to Five*, *Rollover*, *On Golden Pond*, *The Morning After* and *The Dollmaker*. Fonda currently stars in Netflix's hit series, *Grace and Frankie*, which premiered its third season in March 2017. Fonda was nominated for a 2017 Emmy for

"I would really like to see the media telling stories about how older women feel. Not that they're over the hill. I'm over the hill. I'm the happiest now that I've ever been in my life. There's a whole new landscape on the other side of that hill and it's filled with depth and meaning and true joy."

**Who is the person (persons) you most admire? And who has had a major impact on your life?**

I've always admired Sherry Lansing, former president of 20th Century Fox and CEO of Paramount Pictures. I met her when I was working on *The China Syndrome* at Columbia Pictures. Not only was she a consummate professional, she was kind and had a great generosity of spirit.

I also very much admire Helen Mirren, Vanessa Redgrave and Meryl



Jane Fonda

When I had to perform for him, he was silent for a moment, then he told me that I had real talent. I felt like the top of my head came off! At that moment, my whole life changed and I knew I wanted to be an actor.

**If you were not pursuing your career in acting, in what other fields do you picture yourself being involved?**

Political activism. I'm still quite active politically today, and have always had passion for bringing justice to our country and our world.

**If you were just getting started today, what would you want to know now that you didn't know then?**

I think the best advice a mentor gave me was: Jane, you can always just say 'no' if the script isn't good. I was always just so surprised that anybody ever wanted me in anything!

**What are some characteristics or pursuits that most people don't know**

**about you?**

I remain curious. Every day, I learn something new.

**In your long and varied career, what single moments stand out for you?**

Back in the early 1980s, I produced and starred in the film *On Golden Pond*. My father also starred in the film, along with Kathryn Hepburn. The entire experience was emotional for me, and when both he and Hepburn were nominated for Academy Awards, we were thrilled. The night of the ceremony, my father was very very ill and he could not attend. He asked if I would accept the Oscar on his behalf if he won. When they called his name that night, it was probably the happiest moment of my life.

**"I would really like to see the media telling stories about how older women feel. I'm the happiest I've been in my life."**

her performance.

Fonda's new film, *Our Souls at Night*, co-starring Robert Redford, premiered on Netflix in September 2017.

Fonda says she has been fortunate to have had several "acts" in her life—from her early acting days—*Barefoot in the Park* and *Barbarella*—to different kinds of roles in the 1970s with *Klute* and *Coming Home*, to her hugely successful workout videos in the 1980s, to her "retirement years" while married to Ted Turner, and now in her new hit, *Grace and Frankie*.

Streep, and of course, I just love my *Grace and Frankie* co-star, Lilly Tomlin. These women have had a huge impact on me, both personally and professionally.

**When did you first know you wanted to work in media?**

Even though I grew up in Hollywood, by the time I was in my late teens, I still had no clue what I wanted to do in life. I took classes with the incomparable Lee Strasberg at the Actors' Studio in New York, and I was so scared, I sat in back of class and said nothing.

**When: TONIGHT Time: 5:30 - 8PM Where: Fontainebleau Resort, Glimmer Ballroom**

## Five Minutes With... Cesar Conde

As chairman of NBCUniversal International Group and NBCUniversal Telemundo Enterprises, Conde is responsible for the operations and international expansion of NBCUniversal businesses outside of North America. He also oversees NBCUniversal Telemundo Enterprises, a fast-growing portfolio of media properties serving Hispanics in the U.S.

Under Conde's leadership, Telemundo ranked as the No. 1 Spanish-language network in the U.S. Conde was also the driving force behind the launch of "El Poder En Ti," NBCU Telemundo Enterprises' award-winning community platform.

Conde joined NBCUniversal in 2013 as Executive VP after serving as President of Univision Networks. Under his leadership, Univision became the No. 1 network in America—regardless of language—for the first time in the company's 50-year history.

**Who is the person (persons) you most admire? And who has had a major impact on your life?**

My parents have been the most influential persons in my life. They taught me three simple lessons: dream big, work hard and stay humble.

**What mistake do you think you learned the most from?**

I'm a big believer in the concept that we are made up of all of our experiences in life—both the good and the bad. I am thankful for all of the experiences that have made me the person I am today.

**When did you first know you wanted to work in the entertainment industry?**

I worked in several industries, but it wasn't until later in my career that I discovered and became intrigued with media. I was, and am still, fascinated with the power that media can have when it is managed responsibly.

**What are some characteristics or pursuits that most people don't know about you?**

I believe in always challenging myself and our team to find ways to grow the business while making a difference in the community. Our Telemundo community platform, "El Poder En Ti," is a great example of that effort.

**If you were not pursuing your career in the entertainment industry, in what other fields do you picture yourself being involved?**

I would probably start a business of my own. I have always admired individuals who start their own businesses. It takes a special amount of skill to start from zero and build something that will outlast oneself.

**If you were just getting started today in your career, what would you want to know now that you didn't know then?**

I would want to know how important it is to lead with integrity, a winning spirit and accountability. That is what best fosters a culture of excellence and high performance.

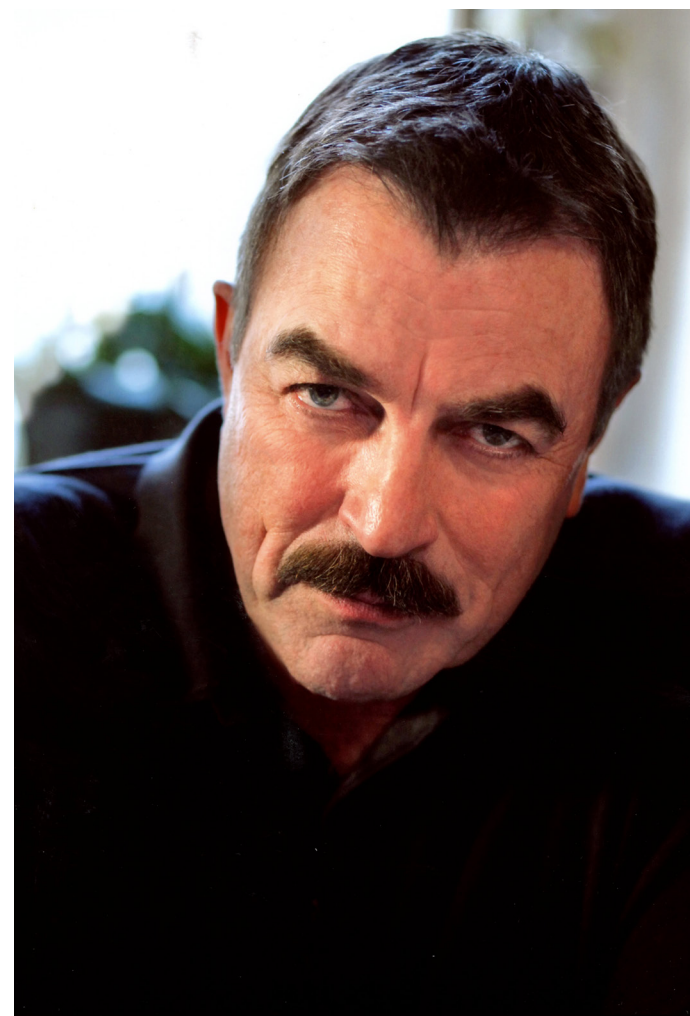
**What would you like to say that we didn't ask you?**

I am truly humbled and honored to be part of the 2018 class of the Brandon Tartikoff Legacy Awards. This is not simply an acknowledgement of my own accomplishments, or of Telemundo's. More broadly and most importantly, it's a recognition of the growth and increasing impact of Hispanic media in the world today.



Cesar Conde

## Five Minutes With... Tom Selleck



Tom Selleck

Hollywood actor and producer for almost 50 years, Selleck was first known as the star of 1980s TV hit *Magnum P.I.* He currently stars in the CBS hit series *Blue Bloods*, which is entering its eighth season.

His big screen roles include *Three Men and a Cradle* and *In & Out*. His production credits include *The Closer*, *Last Stand at Saber River*, *Ruby Jean and Joe* and *Revealing Evidence*. He also produced several episodes of *Magnum P.I.*

Selleck credits much of his career success to his parents. In an interview with *Liberty Voice*, he said, "My parents gave me the courage to try new things and taught me that in order to get the most out of life, a person must not be afraid to take chances and make mistakes."

Born in Detroit, Selleck was a business major at University of Southern California, where he also played on the basketball team. After college he was enrolled in a management training program with United Airlines when a friend got him a gig as a contestant on *The Dating Game*. A Hollywood casting director saw him on the show and that led to other parts.

Selleck got his first big break in 1980 when he was cast in *Magnum P.I.*, but right afterward, Hollywood writers went on strike, and the production was placed on hold. Then he was offered the role as Indiana Jones in *Raiders of the Lost Ark*.

*Raiders* promised to be a blockbuster, but Selleck declined the role to honor his commitment to *Magnum P.I.* As it turned out, *Magnum P.I.* became a huge success, with eight successful seasons on the air; everything turned out fine for Selleck.

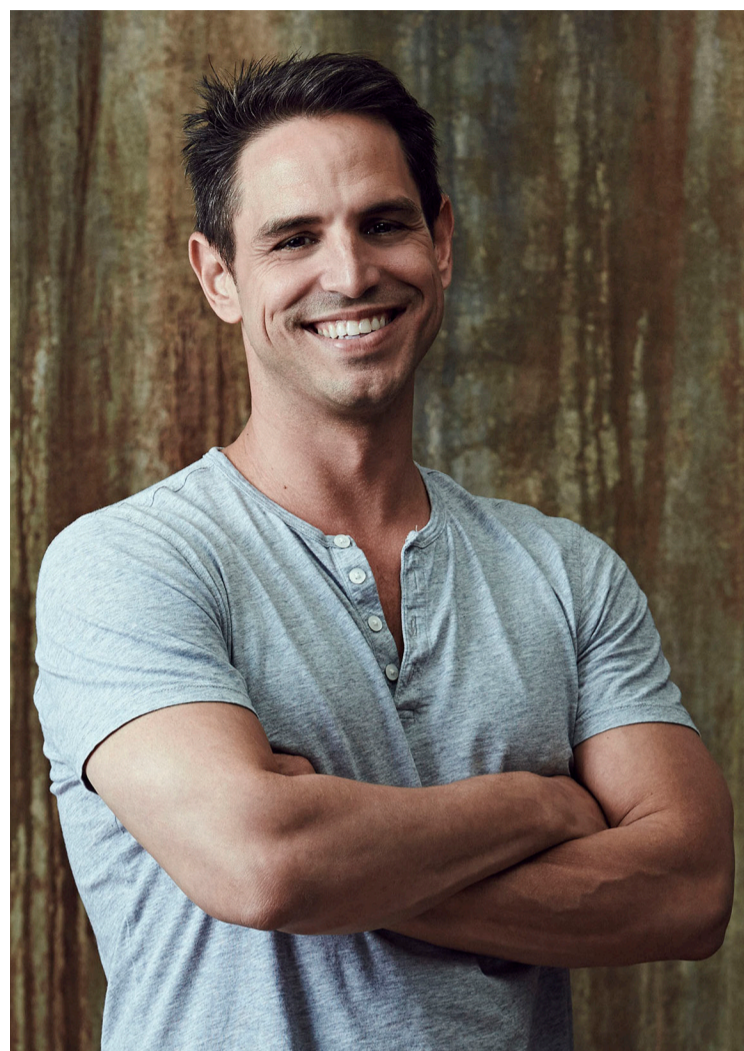
Despite his busy acting schedule, Selleck says he puts his family first. According to published reports, he credits life on his 65-acre avocado farm for keeping him grounded, even though fans know that he never actually eats avocados.

Selleck has played Police Commissioner Frank Reagan on NBC's *Blue Bloods* since 2010, but says the role is still demanding and he is never bored. In an interview with CBS2 in New York, he said, "Frank is a fascinating character and a very difficult acting challenge. A good commander can't show anxiety, worry, or weakness when he's in front of his people. The challenge as an actor is how do I let the audience know how concerned Frank is about the people he leads, while playing a character who has to put on a command face."

He added, "Working on *Blue Bloods* is a real joy because we have a real family off screen as well as on screen. I think the people on the show are spectacular actors, and they're spectacular people, and I kind of love them all."

# BRANDON TARTIKOFF LEGACY AWARDS

## Five Minutes With... Greg Berlanti



Greg Berlanti

**A**writer, director and producer credited with being the force behind some of the most inventive and acclaimed works on TV, Berlanti currently serves as executive producer and writer of *Riverdale*, a series based on the beloved *Archie* comics. He also serves as an executive producer on *Blindspot* starring Jaimie Alexander, and is executive producer and co-creator of The CW's *Supergirl*, *Arrow*, *The Flash* and *DC's Legends of Tomorrow*, collectively known as the CW's *Arrowverse*.

Berlanti made his film directorial debut in 2000 with *The Broken Hearts Club*. He also co-wrote and produced the Warner Bros. action film *Green Lantern*, and directed *Life As We Know It*.

Most recently, Berlanti wrapped production on Fox 2000's adaptation of acclaimed Young Adult novel *Simon Vs. The Homo Sapiens Agenda* which is set to release in March 2018.

"I come from the generation raised on shows that Brandon Tartikoff brought to

television," Berlanti said, "and a big part of my love for television and storytelling is because of Brandon and the stories he told. It's such an honor to receive this award named for him."

**Who is the person you most admire? And who has had a major impact on your life?**

In the business, the person I admire most is Norman Lear. In addition to being so incredibly talented and prolific, his warmth, kindness, and passion for life and people exceeds anything I could've ever imagined.

**What mistake do you think you learned the most from?**

The mistake I've learned the most from is one that I've learned several times in my life: When something doesn't work creatively on somebody else's terms, stand up for your vision. I would much rather fail because of my own vision than fail because of someone else's. You learn more when you fail from your own vision.

**When did you first know you wanted to work in the entertainment industry?**

I've always known I wanted to be a storyteller since I was very young, but I definitely made the decision when I went to college. Based on my parents' advice, I followed my passion instead of trying to do something more "responsible."

**What are some characteristics or pursuits that most people don't know about you?**

I love musicals and I love yoga.

**If you were not pursuing your career in media, in what other fields do you picture yourself being involved?**

I would want to be an American History teacher. It was always my favorite subject and I believe it is more critical now than ever before.

**If you were just getting started today in your career, what would you want to know now that you didn't know then?**

That a lot of what I knew then was true, and that in some ways, I was closer to my raw talent and passion for the business than I would ever be.

## Five Minutes With... Kevin Reilly

**P**resident of TNT and TBS and the Chief Creative Officer for Turner Entertainment, overseeing TBS, TNT and Super Deluxe, Reilly has served as head of entertainment for FOX, NBC and FX.

He was among the first TV executives to make meaningful investments in digital and social media content, and to push for multiplatform ratings measurement. He has championed some of the most culturally-influential programs in TV, including *Empire*, *The Office*, *30 Rock*, *Friday Night Lights*, *The Sopranos*, *The Shield*, *Nip/Tuck*, *ER*, *Law & Order* and *Glee*.

His more recent efforts at Turner Entertainment include *Full Frontal with Samantha Bee*, *Animal Kingdom* and *Good Behavior*.

He also spearheads new businesses Super Deluxe, a digital and TV studio and distribution company, and ELEAGUE, the first major foray into professional eSports by

a traditional media company.

Among his other innovative approaches, Reilly initiated a "no pilot season" strategy to nurture fewer new shows with more investment. By investing heavily in new original programming and attracting big-name talent, Reilly has been credited with what *The New York Times* called "leading TBS and TNT into (the world of) great TV."

**Who is the person you most admire? And who has had a major impact on your life?**

My mom, who loves to laugh and has a passion for TV. She let me stay up late and watch shows that had a huge impact on my upbringing and my own passion for my career.

**What mistake do you think you learned the most from the past?**

Going back to NBC. I was at FX, having a great run and heading towards the future. Lesson No. 1: don't go back to the past for emotional

reasons if the present is telling you otherwise. Lesson No. 2: Four years in hell will teach many valuable lessons for down the road.

**When did you first know you wanted to work in the entertainment industry?**

As soon as I figured out how to turn on the television myself.

**What are some characteristics or pursuits that most people don't know about you?**

If I could really do one thing, it would be to have some lasting impact on preserving the natural world and influencing man's relationship to it.

**If you were not pursuing your career in media, in what other fields do you picture yourself being involved?**

I never have thought of another career, and don't expect to.

**If you were just getting started today in your career, what would you want to know now that you didn't know then?**

Take time to enjoy the ride.



Kevin Reilly

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a Sony Network

# SCENE AND HEARD



The Twentieth Television team at NATPE



Entertainment Studio's Byron Allen, chairman & ceo; Andrew Temple, president domestic TV distribution



Lionsgate's Elissa Shenkman, vp events; Brian Day, svp legal; Chase Brisbin, vp sales; Agapy Kapouranis, evp; Peter Iacono, president International Television & Digital Distribution; Derek Turk, vp research; Dawn Flagg, manager events.



Unscripted Breakthrough Award winners: Jerry Leo, executive vp, program strategy, Lifestyle Networks, NBCUniversal Cable Entertainment & Production, Bravo Media for *The Real Housewives* franchise; Jonathan Swaden, CAA agent on behalf of *RuPaul's Drag Race*; Dan Abrams, chief legal analyst for ABC News and host of Big Fish Entertainment's hit series *Live PD* on A&E; Emilio Rubio, ceo, HBO Latin America for *The Defiant Ones* and *Last Week Tonight with John Oliver*; Elaine Frontain Bryant, evp & head of programming, A&E for *Leah Remini: Scientology and the Aftermath*; Ana Langenberg, svp, format sales & production, NBCUniversal International Distribution for *The Wall*



Banijay Rights' Elliott Chalkley, vp of Sales; Andreas Lemos, vp of Sales (North America) & Acquisitions



Sony Picture Television's John Weiser, president, U.S. Distribution



The Television Syndication Company's Mary E. Joyce, international sales executive; Barbara DeMaio, operations manager; Brooke Smith, executive assistant/in flight sales; Cassie M. Yde, president; Lisa Romine, syndication sales executive



The History of Football launch: Dan Corn, head of programming for History and H2 in the UK; David Villa, World Cup-winning Spanish professional footballer; Patrick Vien, executive managing director, international

OCEAN TOWER SALON IB/C

9:00-9:45

Keynote: A Chat With Tony Vinciguerra & Soledad O'Brien



Tony Vinciguerra Chairman and CEO of Sony Pictures.



Soledad O'Brien Host of Matter Of Fact With Soledad O'Brien & CEO of Starfish Media Group

10:00-10:45  
A Conversation With Cesar Conde

11:00-11:45  
Creative Supervisors

12:00-12:45  
Music Industry State of the Union: Navigating Global Rights and Revenue

OCEAN TOWER SALON IB/C

2:00-2:30  
A Chat with Andy Kaplan & Armando Nunez

2:45-3:15  
Content and Culture

3:30-4:00  
A Conversation with Jane Fonda

4:15-4:45  
The Importance of Inclusiveness as an Independent Studio in Today's Marketplace

OCEAN TOWER SALON 2A

11:00-12:00  
The Next Hot Country For Export Is...

1:45-2:15  
Brand Case Study

2:30-3:15  
Tearing It Apart! How Trailblazing OTT Channels Are Proving the Power of Diversity

4:15-5:00  
Music in Scripted Content

OCEAN TOWER SALON 2B/C

10:00-11:30  
Open Development Session: Three Creators, Their Projects and Where They Go From Here

11:45-12:30  
The Big Ones: What Makes a Global Hit?



Jennifer Dettman, Executive Director, Unscripted Services, Canadian Broadcasting Corporation

1:45-2:30  
Survivor: The Unscripted Business Game



Elaine Frontain Bryant, A&E, EVP and Head of Programming

2:45-3:30  
The Future of the Indies

4:15-5:00  
¡Panel En Español! La Evolución del Buyer (Buyer Evolution)

MONA LISA BALLROOM

10:00-10:45  
OTT & Me: A Station Group Research Report

11:00-11:30  
"The Perfect Pitch" with Stephen Brown, Fox Television Stations



Stephen Brown, EVP, Programming & Development, Fox Television Stations

11:45-12:30  
The State of Local Market Measurement: How Local Television Stations & Agencies are Navigating the Evolving Measurement Landscape

1:30-3:45  
The NATPE Miami Station Groups Forum

Making the Most Out of ATSC 3.0

Leadership Debate: Station Groups Consolidation

Closing Remarks: A Look Towards the Future

3:45-4:45  
Station Group Reception Open to all attendees

PROMENADE ROOM

10:00-10:45  
Off Roothing with the El Rey Network

11:00-11:45  
Branded News Content — Leveraging Your Goodwill A 2017 Case Study

2:00-2:45  
Brands Master Class

3:00-4:00  
Traditional Media vs OTT: How Has User Generated Content Disrupted the Market?

GLIMMER BALLROOM



Maria Menounos, ACCESS Hollywood, Host

5:030-8:00  
2018 Brandon Tartikoff Legacy Awards

# INVESTORS CLOSELY WATCHING RAPID INDUSTRY CHANGE

CONTINUED FROM PAGE 1

insightful conversation about the media industry through a financial lens. "No narratives survive without numbers behind them," said moderator James Marsh, Senior VP of Investor Relations at Lionsgate, highlighting the importance of the discussion.

Much of the conversation was fueled by a proprietary survey of analysts conducted by the panelists prior to NATPE. Panelists agreed with participants' responses that the rapid pace of change in the industry is only accelerating further and faster. Panelist Michael Nathanson, Partner & Analyst, MoffettNathanson, commented that players in the media industry traditionally have operated in protected lanes, but "the speed of change now means that no one is staying in their own lane." This creates a fiercely competitive environment that is disrupting the traditional business model and investors are watching closely to determine who will come out ahead in the future.

This competition helps

explain why survey participants identified the impact of new entrants to the industry as one of the biggest drivers of change. Panelist Alexia Quadrani, Managing Director, J.P. Morgan Securities, explained that just a few years ago, traditional media companies were selling content to new entrants for profit, but now many of these new entrants have their own content and it will be interesting to see how that may change the dynamics in the industry and fuel further competition.

Queried who is most at risk in this changing landscape, survey participants identified cable networks in the most peril. However, as panelist Amy Yong, Analyst, Macquarie, noted, "in a convergence situation, it's unclear who will be king and queen in the next decade." She said that the biggest risk may be for those who fail to look at media from an internet-driven global perspective, as they may be taken by surprise by global players who seek to move into new

territories.

As for broadcast media, Nathanson emphasized the importance of sports coverage in the future. "Sports are the glue of our world," he said, and with the next set of rights coming up for negotiation in several years, it's possible a new entrant may be poised to disrupt things. However, Quadrani pointed out that sports are dealing with declining viewership and may be hesitant to create more issues by pulling out of broadcast media.

Survey participants' opinions about the biggest change no one is talking about varied, but the top response was the diminishing effect of TV advertising ecosystems. Quadrani, whose research focus is on advertising and advertising trends, noted that advertisers in the traditional TV space are spending massive amounts of money but still have difficulty reaching audiences, mostly because the audience is declining, especially in live TV. This has



Michael Nathanson

caused advertisers to try to move as quickly as possible to digital with mixed results, creating a "see-saw" effect from TV to digital and back again. She sees having an advertising strategy as necessary as technology develops and advertisers' expectations change.

As for the future, Ben Swinburne, Managing Director, Morgan Stanley, discussed the potential for regulation to make a powerful impact.

There is no "digital toolkit" to apply to the current regulatory scheme of traditional media, Swinburne said, adding that the online forum is largely unregulated and working on a massive global scale. With developments in European privacy laws as they relate to data and the controversies surrounding "fake news," the industry could see a regulatory backlash, he said.

# OTT'S SEISMIC CHANGES WITH ITS TSUNAMI-LIKE IMPACT

CONTINUED FROM PAGE 1



Shawn Makhijani

the capability of viewing OTT programming. Along with big cable bundles that include Netflix, Hulu, Amazon Prime and other streaming services, consumers are also watching using Apple TV, Roku, Amazon FireTV Sticks, Google Chromecast and other devices.

"OTT is big, it's growing, and it's here to stay," said Jeff Wender, Managing Director of Local Client Solutions for Nielsen, "but with this change, there's tremendous opportunity for broadcasters, marketers,

"Local stations are partners with traditional networks and they have invested heavily in local news, weather and sports. We know that viewers still want to watch that programming," said Shawn Makhijani, Senior VP of Business Development and Strategy for NBCUniversal-owned stations. "What's changed is that they don't necessarily watch this content on their TV sets in their living rooms. They watch on their phones at work, or on their iPads while they're lying in bed."

YouTube TV launched its new TV service by promoting it as mobile-centric, said panelist Federica Tremolada, Head of International Partnerships. "We wanted to break the association between 'watching TV' and 'sitting in front of a TV set,'" she said, and added that the exponential growth of the new service has been planned for years, but its actual implementation happened very quickly—from five U.S. TV markets one year ago to 80 markets currently.

YouTube TV viewers can watch live TV from more than 40 networks and stream OTT

programming from Netflix and other OTT providers for \$35 per month. Customers get six accounts per household and unlimited Cloud storage for DVR.

Some broadcasters call OTT a "fourth wave," but Stacey Schulman, Executive VP of Strategy & Research for Katz Media Group, calls it a tsunami. Everything is shifting, and from local stations' perspective, it's all about how the consumer is able to get content and engage with that content, she said.

"For instance," she added, "every local station airs stories about what's happening on Main Street, information that's specific to its individual market, but there are many stories—lifestyle, human interest, even food—that can be translated across market borders and be of interest in any market." The sales force can present these opportunities to advertisers and bundle sponsorships that will be appealing both locally and nationally.

The days of having a digital sales force and a linear sales force are over, said NBCUniversal's Makhijani. "Advertisers

are increasingly looking for packages that bundle linear and digital. When they want to buy spots on (NBC hit) *This is Us*, they want those viewers wherever they are and whenever they're watching. This can be a boon to the sales force," he said.

All panelists agreed that when Nielsen is able to provide more integrated data from linear and digital, it will be welcomed as a tool for broadcasters and OTT providers alike.

Stacey Schulman said, "We used to say that we were in the content business. Then we said we were in the audience business. Now we know we're in the data business. Everything is about collecting data and using it effectively."

Makhijani said, "Even if they can watch 200 channels, most viewers are still going to want to watch the Super Bowl and the Olympics. They're going to want to know about the hurricane or the blizzard that's bearing down on them. They can get that programming from us. It's just that now they can get it whenever they want on whatever device they want. And that's good for everyone."

# NATPE MIAMI

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