

LOCAL TV STILL TOPS FOR NEWS, WEATHER, TRAFFIC

NEW PEW STUDY

A new survey from **Pew Research Center** entitled "How people learn about their local community," finds that local TV continues to be the top source for breaking news, weather and traffic, and ties with newspapers as the main source of local political news.

And when the respondents said "Local TV," it was clear from the answers that they were talking about local broadcast stations, not regional or local cable news nets, says one of the study's authors.

For breaking news, local TV was the main source of information for 55% of respondents to the survey, compared to the internet (16%) and local newspapers (14%). Fifty-eight percent of survey participants went to local TV for information about weather, compared to the internet (32%) and local newspapers (10%).

And the reliance on local news cut across demos. Even the web-savvy under 40 generation still looks to TV for news (47%) much more than the internet (22%).

There are categories that local TV does not dominate, for instance in information about "housing, jobs, taxes or community events." In other words, says the study, local TV has "built its business on a handful of topics with wide appeal." But the study warns that as viewers more and more turn to mobile devices as sources of timely information, TV stations could find a threat to their dominance. Of course, many TV stations are already aware of that and are moving to make sure their information is also available on smart phones and tablets.

ACCOUNT ACTIONS

CiCi's Pizza Buffet has hired **Publicis, Dallas**, as its agency of record. **Deutsch** was the incumbent on the \$26 million account. **Publicis** will handle creative, and media through **Publicis Groupe**. A new campaign is expected in early 2012.....**Maxus** has won the international media planning and buying account for **Barclays**.....**Denny's** named **Casanova Pendrill, Costa Mesa, CA**, as its Hispanic agency of record.

NEW HOME SALES FALL

For the fourth month in a row, sales of new homes were down from the previous month in August, says the **Commerce Department**. Purchases dropped 2.3% to a seasonally adjusted annualized rate of 295,000, the lowest rate since February. Still, sales were up 6.1% from the same month last year. The average price for a new home was off 8.7% to \$296,000 the lowest level since January 2009.

ADVERTISER TIDBITS

For the first time since its name became sullied in the financial crisis, **AIG** has begun an ad campaign using its own name. The TV campaign is a direct-to-consumers pitch for **AIG Direct** life insurance. "Even **Charlie Sheen** got another shot," said **Al Ries**, chairman of market-strategy firm **Ries & Ries**, about the move. "A known name with flaws is more powerful than an unknown name that nobody's ever heard about.".....*Automotive News*

notes that **Chevrolet** is on top of the compact category with its **Cruze** model for the first time since the **Cavalier** held that position in 1993. But both Honda's **Civic** and **Toyota's Corolla** were hampered by production delays, so analysts will be looking to see if the **Cruze** can maintain that spot. "It's going to be a fight," **IHS Automotive** analyst **Aaron Bragman**

told *AutoNews*. "But **GM** comes better armed than it has maybe ever in its history.".....**eBay** is back on television with a new campaign aimed at attracting mobile shoppers.....**Wichita, KS**-based **Freddy's Frozen Custard & Steakburgers** is the fifth fastest growing burger concept in the U.S., according to **Technomic**. Total sales are up 31.9% since 2009. The chain says it will enter many new markets this year, though it does not give specifics as yet.

COMCAST HAS SUCCESS WITH INTERACTIVE

Comcast Spotlight reported this week that its interactive television advertising platform has now delivered more than 1,000 interactive ad campaigns and produced "big results" for clients, with more than 2.7 billion total impressions to date.

interactive advertising (iTV) is available in 50 markets, serving about 15 million households with three main features: Request for Information, allowing viewers to opt in for special offers like a product sample or coupon; Remind-Record, which gives television programmers a way to remind viewers to watch a program; and Video-on-Demand, in which advertisers can link viewers directly to an on-demand program, allowing viewers to watch the video at the time or "bookmark" it for later viewing.

"Innovative advertisers are clearly interested in ROI metrics, and are increasingly looking to iTV-enabled advertising as a way to quantify the impact of their messages," said **Comcast Spotlight Sr. VP Hank Oster**. "When you combine cable's unique ability to assemble fragmented audiences with the ability to engage directly with those viewers, the result is an unmatched advertising platform."



NETWORK NEWS

Ben Stiller will host **Saturday Night Live** on October 8 with musical guest **Foster the People**. The next week, 10/15, **Anna Faris** is host and **Drake** is the musical guest. Last week's season premiere of SNL drew a 2.6 rating in **Nielsen's** overnight markets.... As *Advertising Age* points out, during the first week of the season, sitcoms were tops in A18-49 on four of the seven nights, starting with **Two and a Half Men** on Monday. The **Big Bang Theory** was first on Thursday, **Modern Family** won Wednesday and **New Girl** was first in the demo on Tuesday. The latter show and **2 Broke Girls** were the highest-rated new shows of the week.

THIS AND THAT

Fox has made a deal with **Netflix** to make a broad range of movies and TV shows available to subscribers to the streaming service this fall. Among the TV shows are: **The X-Files**, **Ally McBeal**, **Buffy the Vampire Slayer** and **The Wonder Years**.

COMPETITIVE INFO

AT&T says it will be inserting local ads at its **U-verse** service in 47 markets by the end of this year, up from the current 14. Ad sales are being handled by **Comcast**, **Time Warner Cable** and **Charter Communications** and **NCC** is coordinating multimarket buys.

WEEKEND RATINGS

The **NFL** triumphed over the series and season premieres on Sunday, giving **NBC** an overall 5.9/15 in A18-49 and an 8.9/14 in HHs in **Nielsen's** overnight markets for the night. The game itself was a 7.2/17 in the demo and a 10.5/16 HH rating from 8:30-11. **Fox's** animated lineup put in into second place in the demo with a 4.4/11, helped out by **The OT's** 6.2/16. Beyond that, **The Simpsons** was tops with a 3.8/10. On **ABC**, **Pan Am** debuted strong with a 3.0/8 in A18-49 and a 7.2/12 in HHs. It actually built on its **Desperate Housewives** lead-in (3.1/7-6.2/9). On **CBS**, **The Amazing Race** debuted with a 2.9/7 in the demo and a 6.4/10 in HHs. **The Good Wife** followed with a 2.2/5-6.8/10. **CSI: Miami** returned to a 2.2/5-6.4/10.

On Saturday, ABC took the top spot in A18-49 with its coverage of the **LSU/West Virginia** college football game (2.2/7). **Cops** was back with a 0.9/3 at 8PM and on CBS, **48 Hours Mystery** drew a 1.2/4. Even in premiere week, all other shows were reruns.

DONE DEAL

Steve Carlston has been named **President** and **General Manager** of **KNBC, LA**, one of the **NBC Owned Television Stations**. He has been VP/GM of **KUTV-KMYU, CBS/MyNetworkTV** in **Salt Lake City** since 2009. Before that he was President and Managing Partner of **Las Vegas Television Partners**.....Congratulations!

CABLENET CHATTER

The Golf Channel will present 27.5 hours of live coverage of the **President's Cup** golf tournament from **Melbourne Australia** from November 16 through 20. The event is similar to the **Ryder Cup** with a U.S. team playing this time against non-European golfers. The days' play usually runs from 9PM overnight to 2AM; an encore of the Thursday and Friday action will air on The Golf Channel the next day. Encores of Saturday and Sunday's play will be

broadcast on **NBC**. The Golf Channel will also telecast 23 hours of live news coverage of the event....**Oxygen** has put out a casting call for contestants in the next season of **The Glee Project**.....*AdAge* says advertisers who bought spots in **Conan** are being given makegoods and discounts for future spots, but are being encouraged to stay with the show because of Conan's online

It's the first day of fall, or as the Republicans call it, "the end of global warming."

---Jay Leno

following.

YOUTUBE CREATING CHANNELS

YouTube may soon begin looking a lot more like a cable company than an online video service. According to the *Wall Street Journal*, the internet giant, now owned by **Google**, is about to launch more than a dozen channels featuring regularly scheduled content on broad themes such as fashion and sports.

WSJ says YouTube is paying "from a few hundred thousand dollars to several million" for content creators to create and "curate" content for the channels, with program costs being recouped through advertising.

According to the paper, "Google executives say they want to build a comprehensive video service that users will want to tune into instead of television, not just a service to better compete with other Web video sites." One of the content providers said Google CEO **Larry Page** stressed this point especially. Google is encouraging those program suppliers to create schedules of programs "much like traditional TV."

THIS AND THAT

Dreamworks Animation has signed on with **Netflix** to let that service offer its movies to subscribers. The deal replaces the one that Dreamworks previously had with **HBO**, according to the *NY Times*.....**Dish** is about to launch **Blockbuster Movie Pass** to try to scoop up some of the disgruntled customers who have recently left Netflix. The service will allow customers to get DVDs by mail or stream movies and other videos for about \$10 per month. The catch so far is that only Dish customers can subscribe to the streaming portion of the service. But the company says non-subs will be able to sign up soon. Unlike Netflix, the Blockbuster service will include **Starz, Epix** and other movie channels.....**Nielsen** is developing a new online ratings service with **Facebook** that it hopes will become the standard for the industry. The new system, which uses Facebook's massive user base as its core sample and provides what Nielsen says is an equivalent to TV's GRPs, has received accreditation from the **Media Ratings Council**.....**Sezmi**, the hybrid broadcast-Internet video service once touted as a cheaper alternative to cable TV, has shut down. It hopes to sell its platform to other service providers.