

REFLECTIONS OF A CORD-NEVER

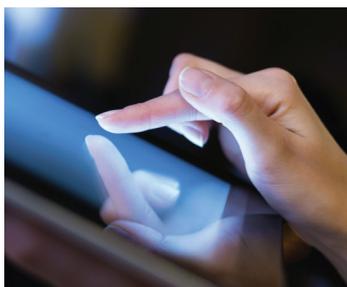
One of *B&C*'s own takes stock of his millennial TV habits

A WHILE BACK, a friend of mine asked me if I was watching some show on her Netflix account. No, I said, I've never seen that show and don't use your Netflix.

It turns out, this friend had given so many people her Netflix password that she had no idea who was watching what—or even who was watching. This sharing practice is especially widespread among millennials, whether it be with Netflix, HBO Go or another one of the many streaming services. It is also generally overlooked, with networks and OTTs eager to expand their brand and create habits with younger viewers who might pay for their services down the road.

I'm 23, so no matter your age range for millennials, I'm firmly in it. I know a lot of people who don't

have cable—and am fairly certain most of my friends don't—but I can't think of anyone I know who doesn't use Netflix.



Although I don't pay for cable, I still use it. I have my parents' AT&T U-verse password—with their blessing, of course—which allows me to watch, as it's called in the industry, TV Everywhere. The majority of shows I watch are accessible on my laptop because of that login; I can even watch some shows on my TV via apps on my Xbox. I also have Netflix and Amazon Prime, and my TV antenna

picks up the signals of three of the big four broadcast networks. You'd think I would be all set.

But all of this doesn't quite add up to having cable TV. —Jonathan Kuperberg

The writer is an editorial assistant for B&C.

For more, including the extra challenge of being a sports fan without cable, visit broadcastingcable.com/March9.

THEY SAID IT!

"These things have all got to shake out. We want to play a role in leading and shaping those offers for consumers. It will be a range of things from add-on products to different types of content offerings that will give the consumer more choice."



—Twenty-First Century Fox COO Chase Carey at the Morgan Stanley Technology, Media

& Telecom conference in San Francisco March 4, commenting on the shift toward SVOD.



Oxygen Zooms In On What Young Women Want

Oxygen has spent the past year executing a rebrand aimed squarely at millennial women (roughly those in the 18-to-34-year-old demo), with an additional emphasis on multicultural viewers.

For insight to help drive the effort behind shows like *Sisterhood of Hip Hop* and *The Investment Club*, the network has teamed up with parent NBCUniversal's Content Innovation Agency on a study of the

bigger picture of millennial women—beyond what they like to watch on TV. The result is the Curve Americana Trilogy—a three-part report looking at men, women and youth.

In a note accompanying the report on women, John Shea, CMO and executive VP at the agency, and Frances Berwick, president of NBCU Cable Entertainment Lifestyle Networks, observed, "The pendulum is beginning to swing back a bit: Yes, we can have it all—but what do we actually want? With 71% of women feeling it's more relevant to 'have tried it all' than to 'have it all,' we can't be so sure."

Here were some other key findings:

- 88% of women say their parents emphasized a good job over a spouse.
- Four in five millennial women feel flexibility is more important than a five-year plan.
- 69% of young women today feel they don't have a strong motherly instinct as previous generations did.
- 63% of young women believe that men and women still don't have equal opportunities today. —Dade Hayes

MULTICHANNEL NEWS' WONDER WOMEN SET FOR MARCH 19

SELECTED BY THE EDITORS OF *B&C*'s sister publication *Multichannel News*, the 17th annual Wonder Women class of high-accomplishing females working in cable TV will be honored during a gala luncheon Thursday, March 19, at the Hilton New York.

Limited seats are still available. For more information on the event, honorees and sponsors, please visit mcnwonderwomen.com or call Rebecca Shottland at 917-281-4782 or email rshottland@nbmedia.com.



"Lord thundering Jesus this day is about to get exciting."

@iamsambee, comedienne Samantha

Bee, wrote before the news broke March 5 that she was leaving *The Daily Show* to host an untitled current events comedy series for TBS. Bee is coexecutive producer on the project with her husband, Jason Jones. The duo also have a family sitcom for the network that has been greenlit for 10 episodes and is expected to premiere toward the end of this year.

STAT OF THE WEEK

\$60,000

Minimum salary a Major League Soccer player will earn under a new collective bargaining agreement made on March 5. The amount is up considerably from last year's \$36,500 minimum.



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