

## RATINGS INTELLIGENCE RELAUNCHES WITH NEW DAILY RATINGS ANALYSIS

Ratings Intelligence, the research firm acquired in April by *B&C*'s parent company, NewBay Media, is set for relaunch on June 30. Under NewBay's leadership, the company has ramped up its content output and leveraged NewBay's significant editorial and technical resources to create more value for site subscribers. As with the Independent Production Directory in this issue (see page 12), *B&C* readers also will start to see customized information from the relaunched RI throughout many of our reports in print and online.

The website's primary mission is to put ratings data into context for busy media executives who benefit from being able to make more data-backed business decisions based on the company's reports.

Every day an analysis, graph and table of the previous night's ratings data is published to the site. In addition, Ratings Intelligence analysts publish weekly, monthly and quarterly network and program rankings and daily trend reports that dive into current and emerging trends in the business to give subscribers a unique, independent perspective.

The site also relies significantly on a dialogue with subscribers. As much as possible, trend reports are published based on feedback from subscribers.

RI is now mobile friendly and is launching a daily email alert to notify subscribers of new content published daily. The company believes trends are best highlighted visually; interactive tables and charts are included in each report to better illustrate key trends.

"Ratings Intelligence is a unique and powerful resource for industry executives and researchers, offering actionable insights based on daily ratings, viewership trends and real-time news," says Steve Palm, NewBay Media CEO. "Best of all, this data is delivered thru an intuitive, interactive and easy-to-use interface that also allows access to a library of more than 4,500 analytical reports." —*B&C staff*

# Ratings Intelligence

## launchPAD: Android TV

### UNVEILED:

June 25

### AVAILABLE TO MARKET:

Some products this fall, more in 2015

### NEW FEATURES:

Nearly four years after the failed launch of Google TV, the Internet giant is making a renewed push with the Android TV operating system and app platform.

**PLUSES:** Improved user interface; impressive features for controlling apps from phone, remotes and other devices; voice-activated search; less costly than Google TV to deploy in devices; better timing than Google TV, as there are now more than 1 billion active users of the Android operating system; simplified tools, templates and software development kits (SDKs) for app developers.

**MINUSES:** While details on content or apps will be scarce until the Android TV app store opens, Google TV struggled in part because it was unable to cut deals with top broadcast and cable programmers worried about letting the Internet giant into their business. —*George Winslow*



## STAT OF THE WEEK

**34%** Amount of time young people ages 16-24 spend watching video online, which equates to roughly 500 videos per month and 16-17 per day, according to a talk by Fullscreen CEO and founder George Stropoulos at last week's VidCon conference in Anaheim, Calif.

### FATES & FORTUNES

#### MORE CHANGES FOR ABC AT *WORLD NEWS*, *THE VIEW*

More changes are coming to ABC at two of its biggest news and daytime programs.

The news division will undergo another shakeup as Diane Sawyer will leave as anchor and managing editor of *World News* and be replaced in September by weekend anchor David Muir. Additionally, George Stephanopoulos was named chief anchor for ABC News, meaning the *Good Morning America* veteran will be the point man for breaking news and major events such as election coverage.

ABC daytime staple *The View* is facing another cast change, as long-time panelist Sherri Shephard will depart along with newcomer Jenny McCarthy after just one season. —*Tim Baysinger, Paige Albinia*



ABC News' (from left) Muir, Sawyer, Stephanopoulos and president James Goldstone

## THEY SAID IT!

"Because cable operators increasingly put their functionality in the cloud, they can improve their service much more quickly and easily...Comcast's cloud-based platform has enabled it to make 1,200 system updates in the last 12 months. We will need to do the same if we want to keep up."



—DirecTV president Mike White, in testimony before the House and Senate antitrust subcommittees June 24, about DirecTV's proposed merger with AT&T.

"Uninformed critics say big companies are cutting local news. However, the opposite is true at Fox. We are expanding in a big way."

—Jack Abernethy, Fox Television Stations CEO, on the company's growing investment in local news.



## Aereo AEREO WATCH

The Supreme Court handed broadcasters a huge win last week when it ruled Aereo is in violation of broadcasters' copyrights when it streams local television broadcasts to its subscribers over the air. The decision leaves the fate of the company hanging in the balance. For more coverage on the ruling, see page 21 and *B&C*'s one-stop-shop at [broadcastingcable.com/Aereo](http://broadcastingcable.com/Aereo).