

**“Disney’s a great brand with great content, but internationally, we have it only in the Netherlands, Australia and Canada.”**

*– Reed Hastings, CEO of Netflix, on last week’s Q3 call, showing confidence that Netflix will be able to broaden its international subscriber base without leaning heavily on Disney content.*



**BLOG: THE BAUMINATOR**

## ZoneTV delivers ‘Halloween Countdown’ Experience to X1 Set-Tops



Jeff Baumgartner

ZONETV IS connecting with Comcast’s X1 platform for the scary season with “Halloween Countdown,” an OTT-delivered, thematic offering that features a mix of games, movies, “Spooky Tunes” (internet radio) and several karaoke titles from Stingray Karaoke.

It’s not the first time ZoneTV has hooked up with X1, as it’s also the company behind a “Santa Tracker” app/service that made its way to X1 last year.

At last check, ZoneTV’s new Halloween-themed offering had yet to appear among other featured internet apps on the X1 guide alongside Netflix, YouTube and Pandora, but it came up when “Halloween Countdown” was uttered into the X1 voice remote.

Comcast will carry Halloween Countdown on X1 through the end of the month.

The offering will include Halloween Around the World, a library of short-form videos, which ZoneTV said marks its first foray into original video production. That includes a tour of Colorado’s Ghost Mines and Philadelphia’s Eastern State Penitentiary.

Game titles featured include *The Goblin Arena* and *Monster Drop*, while a VOD library provides direct access to more than a dozen flicks, including *Casper*, *Coraline*, *Frankenweenie*, *Monster House*, and *The Addams Family*. Also featured are how-to videos on activities such as pumpkin carving and costume making.

**For more from this blog, go to [broadcastingcable.com/Oct23](http://broadcastingcable.com/Oct23).**

### TECH TWEETS

*“Consumers are being lured away from [pay TV] by ‘options such as Snapchat’ Snap is NOT an alternative to TV. False.”*



*–Dan Rayburn (@DanRayburn), executive vice president for StreamingMedia.com and principal analyst at Frost & Sullivan, reacting to a Bloomberg article holding that Snapchat, which has been teaming up with programmers on social media video projects, is having an effect on the growing cord-cutting trend.*

### VIDEOPHILE

## Smart Watch Adoption Starting to Tick Up

IF TABLETS AND SMARTPHONES represent the small screen, then smart watches represent the *really* small screen.

Consumer uptake of smart watches is also small, but interest in the devices is starting to rise.

Parks Associates estimates that smart watch adoption reached 14% in Q2 2017, while smartphone adoption remained stable and the gravitation to tablets has apparently peaked after reaching a high of 72% in Q1 2016.

The smart watch has not reached the “mainstream yet” but purchases of them are accelerating, explained Kristen Hanich, research analyst at Parks Associates, adding that new models from Apple and Fitbit are helping to contribute to that trend. – Jeff Baumgartner

