



WHEN WORLDS COLLIDE

If you enjoy misleading statistics and bombastic baloney, the past two weeks have been Christmas. Or maybe Halloween.

Last week the major TV networks had their annual “Upfronts” — several days of meetings and presentations at which they try to convince media buyers to commit to buying network TV spots in advance of the season.

The week before were the “NewFronts” — a newbie event at which the online video industry does likewise.

The pitch goes like this: Buy now before prices go up.

The background to all this activity is that after a decade of trying to convince us that TV is dead, the online ad industry woke up one morning and discovered that its revenue future is in video. Or as Michael Wolff said in *The Hollywood Reporter*...

“The sinking value of web and mobile page views...has galvanized a flight at nearly every major digital media company to a premium video strategy, and even to television itself.”

Or as [I said in 2008](#),

“...the web's killer app is television”

To get a sense of the desperation and silliness, let's have a look at a stunt that was pulled recently.

A few days ago *BuzzFeed* made a lot of noise about an exploding watermelon gag they pulled on *Facebook Live*. They claimed 800,000 people watched the “event”, which they also claimed put it in the same category as a successful cable program.

For comparison, CNN'S average viewership in prime time last year was about 700,000. To the naive, it sounded like *BuzzFeed*'s numbers compared favorably to CNN's.

The difference, however, is that online and TV measurement are not the same. TV uses *average* minute viewing and online uses *peak* minute viewing.

Gawker said last week, if *BuzzFeed* had used the same standard that TV uses, their viewership number would have been closer to zero than 800,000.

This is not atypical of online deviousness. All media measurement numbers are suspect, but the online industry has taken it to an art form.

For more insight into how TV and online play with numbers I suggest you read *Gawker*'s

[“Internet Video Views Is A 100% Bullshit Metric.”](#)

The big picture is that despite all the nonsense about the death of TV, it has suddenly occurred to the online ad industry that video is king and the more they look and smell like TV the more ad revenue they will generate.

The problem for them is that they are great at cat videos, but have shown no ability to generate “prime” video that attracts mass audiences.

As anyone who's ever tried to write a book, a movie, or a tv show has found, it's a lot harder than it looks.

Something to think about

Since it's becoming clear that video advertising revenue is the mother lode for online publishers, and since buying video programming is a lot easier than creating it, and since *Facebook, Google, Apple* and *Amazon* have all the money in the world, you have to wonder whether one of these guys will try to buy a TV network.



It's all new! Not.

Funny or Die takes down the TV networks for their inability to create new programming ideas. Watch the [video here](#).



[Read the blog](#)

[Visit the website](#)

TYPE | A TYPE A GROUP
www.typeagroup.com
bob@typeagroup.com

Sign up for our free newsletters [here](#). Links to our previous newsletters [here](#) Contact Bob [here](#)

Type A Group | 6011 Acacia Av, Oakland, CA 94618

[Unsubscribe](#)

[Update Profile](#) | [About our service provider](#)

Sent by bob@typeagroup.com in collaboration with

Constant Contact 

Try it free today