

Equity Upfront Recap: Day One

By Brian Hughes, Stephanie Morales and Alice Bell-Black

Following each day of presentations during the Equity Upfront this week, the MAGNA Intelligence team will provide key highlights and outline the opportunities for brands.

Allen Media Group

Primary Target: Varies across the wide range of properties under the AMG umbrella, but includes women 25-54 (syndicated court programs and Comedy.TV), Adults 35+, (Cars.tv), Black adults (TheGrio), and all adults (Weather Channel).

Platforms and Properties : Allen Media Group has a far-reaching presence on television, both locally and nationally, with 16 broadcast stations, 10 24-hour cable networks, two over-the-air networks, and two ad-supported streaming services. It also has a significant online presence centered around TheGrio.tv, which includes a burgeoning podcast network, and an in-house film production studio.

Recent/Upcoming Content Launches

- **Weather Channel** - with the network's primetime lineup now focused on documentary series, there are three new launches slated for this year: *Mud Mountain Haulers*, *Deep Sea Salvage*, and *Could You Survive?*
- **TheGrio.tv Broadcast Network and CTV App** - expanding from the web portal, TheGrio launched as an over-the-air broadcast network in January, and more recently as a CTV app. The network offers four key dayparts:
 - Morning (8am - 10am): News and talk
 - Afternoon (10am - 4pm): a block of AMG's syndicated court series, such as *America's Court with Judge Ross* and *Justice with Judge Mablean*
 - Fringe (4pm-8pm): Talk and variety series, including a show hosted by TheGrio's Washington DC Bureau Chief April Ryan
 - Primetime (8pm-2am): Movies, series, and specials from the AMG content library
- **TheGrio Podcast Network** - growing out of *Dear Culture*, a podcast series on Black culture launched during the pandemic, and expanding recently with political analysis series *What's in it for Us?*, TheGrio's slate of podcasts will continue to grow and offer the Black perspective on different aspects of American society and culture.

Opportunities for Brands

- **News** - as we noted in our [1Q Video Update](#), news is an increasingly important part of linear TV viewing and continues to garner elevated attention due the pandemic and the ongoing fight for racial justice. Allen Media Group offers a number of ways for brands to be part of it, whether it's local news and weather on The Weather Channel and AVOD service Local Now, or news with a focus on the Black experience via TheGrio.

- **Podcasts** - with [Black listeners spending more time with podcasts than average](#) and gravitating toward Black perspectives, the expanding Grio podcast network offers the opportunity to be part of culture as it is created.
- **CTV** - with very few AVOD services in the market that focus exclusively on Black audiences, TheGrio offers a chance to reach them and potentially layer on additional targeting characteristics.

Revolt

Primary Target: Black Millennials and Gen Z (median age 28)

Platforms and Properties: Revolt TV network (available in 55 million homes, but unfortunately not Nielsen measured), Revolt.tv web portal, Revolt mobile and CTV apps, 18 million social media followers across networks.

Recent/Upcoming Content Launches

- ***Revolt Black News*** - a nightly newscast focusing on how current events are impacting the Black community.
- ***Big Facts podcast and weekly TV series*** - an interview show hosted based in Atlanta and hosted by local hip hop legends Big Bank, DJ Scream, and Baby Jade.
- ***The Fat Joe Show*** - an interview series borne out of the rapper's Instagram Live streams during the height of quarantine measures last spring.
- ***The Drip Report*** - this short form series hosted by rapper and record executive "Weavahman" Jim Jones offers a lighthearted take on the weekend weather and trending topics in hip hop culture. It also originated as an Instagram stream.
- ***Drink Champs*** - this audio and video podcast hosted by N.O.R.E. and DJ EFN is an interview show with a twist--and that twist is alcohol.
- ***Respectfully Justin*** - yet another series with its roots in Instagram, former pro basketball player Justin Laboy will host a late night variety series on the Revolt TV network.

Opportunities for Brands

- **News** - typical newscasts tend to skew older and don't necessarily serve the needs of the Black audience and their experience--Revolt's news coverage appeals to a younger audience and brings that perspective to the table.
- **Custom Content** - we know its important for brands to be part of culture, and with hip hop having such an outsized impact on popular culture in general, it would pay for brands to be part of it. Revolt's branded content studio can offer guidance for advertisers looking to be part of the conversation but uncertain how to get started.
- **Influencer Marketing** - with such strong roots in social media and a network of Black culture-makers, Revolt can provide a help brands make an impact in the still-growing world of influencer marketing.
- **Real-Time Focus Group** - Revolt Nation, the company's global chat community, offers a testing ground for brands to get real-time feedback from consumers.

Oprah Winfrey Network (OWN)

Primary Target: Black Women

Platforms and Properties: OWN network (majority-owned by Discovery), Oprah.com, Discovery+ app

Recent/Upcoming Content Launches

- ***Virtual Pandemic Town Hall*** - hosted by Oprah Winfrey and set to air in April, this special will focus on the impact COVID-19 has had on Black women.
- ***Greenwood Rising*** - this two-part documentary series will focus on the 1921 Tulsa Race Massacre, in which a small group of white locals destroyed the successful Black community of Greenwood and murdered more than 300 residents.
- ***Cherish the Day*** - a new season of the drama series from producer/director Ava DeVurnay will premiere in 2022.
- ***Delilah*** - premiering last week, the titular character in this drama is a gifted attorney who left a high-powered firm and now represents the interests of the disenfranchised against the rich and powerful.
- ***Song & Story*** - this movie anthology series from producer Holly Carter will explore the themes of faith, love, sisterhood, relationships, and unity.
- ***The Kings of Napa*** - described as "*Succession* meets *Scandal*," this drama series from producer and showrunner Janine Sherman Barrois will focus on an African American family and their vineyard business.

Opportunities for Brands

- **Reaching Black Women** - as noted in our [Black American Consumer report](#), Black women tend to be underrepresented on screen and OWN offers a clear opportunity to tap into programming that addresses this. Additionally, the network will be a distributing a tip sheet via the Association of National Advertisers (ANA) that provides guidance on how to create stories that connect with Black women.
- **Custom Content** - OWN offers a variety of ways to align with the network's initiatives and connect with its audience, whether its branded content, vignettes, integrations, or social media extensions.

BET

Primary Target: Black Adults 18-49 /Black Women 18-49 (BET HER)

Platforms and Properties: Flagship BET linear TV cable network, sister TV network BET HER, music channels such and BET Jams and BET Soul, BET digital and social properties (BET.com, BET App) and BET Experience

Recent/Upcoming Content Launches:

- New Linear original series from producer Tyler Perry, such as the revival of *House of Payne*, new series *Assisted Living* and recent season premieres of *The Oval* and *Sistas*
- Upcoming season premieres of *Games People Play*, *Boomerang*, and *Twenties*
- Reality musical competition series *Sunday Best*

- Tentpole awards ceremonies such as the *BET Awards* which is expected to air virtually in June and *BET Hip Hop Awards* which the network is hoping to hold in person later this year in October 2021

Opportunities for Brands:

- **Cross Platform Activations** - The network offers multiplatform ad solutions across its linear and digital umbrella, including branded content integrations with custom content working with the BET Brand Solutions team.
 - Digital/Social opportunities range from Twitter moments to Snapchat and Instagram Stories. According to the company, 75 percent of the adult audience engaging on digital or social did not watch any linear content over a seven-day period.
- **Tentpoles/Cultural Moments** - The network also offers strong cultural relevance opportunities with the three major tentpole events airing on the network: *BET Awards*, *NCAAP Image Awards*, and *BET Hip Hop Awards*
- **Social Justice Initiatives** - Brands can partner with the network on their cultural and social initiatives such as the Content for Change Initiative which aims to drive the elimination of systemic racism and racial inequities across all media platforms.

Essence

Primary Target: Black Women (reaching 31 million); median age 48 for print magazine and 41 for digital properties

Platforms and Properties : Essence Magazine, Essence.com, Essence Studios Streaming Platform and Podcast Network

Recent/Upcoming Content Launches:

- Live and Virtual Experiences such as: Annual Essence Festival (June/July 2021), Entrepreneur Summit, Essential Heroes, Black Women in Hollywood (coming next month), Fashion House
- Flagship podcast, *Yes, Girl!* with five million downloads
- Dear Black Men Summit will return for the second year in June (timed with Father's Day), expanding the male audience of the brand.

Opportunities for Brands:

- **Cross Platform Activations** - Brands can align campaigns across print and digital properties to reach consumers at various touchpoints across their media journey.
- **360 Personalized Experiences** within live, virtual and hybrid events as the brand evolves in a COVID-19 world
- **Streaming Video** - opportunities across Essence Studios and Essence.com, which together amassed over one million streams and average three million monthly views.
- **Social Media Footprint** - Engage with Black women consumers across the brand's 6.3 million social followers.
- **Podcasting** - Sponsorships across the five different podcasts within the company's network.

Urban One

Primary Target: Urban One, formerly Radio One, has a vast collection of properties that target various Black, urban, and millennial audiences including multicultural women 18-34 & 18-49 (CLEO TV), Black adults (TV One), and younger adults 21-49 (iOne Digital properties).

Platforms and Properties: Radio One is Urban One's local radio brand that has 68 owned-and-operated stations across 13 markets, while Reach Media is its nationally syndicated radio brand which has 32 million monthly listeners. iOne Digital represents nine publishing brands, including Cassius and MadameNoire, and 77+ owned-and-operated sites. On television, general entertainment network TV One is well-established and available in 59 million homes, while newly created lifestyle and entertainment channel CLEO TV (32MM HH) will be Nielsen-rated in 2Q21. Additional video offerings include the TV One and CLEO TV apps on mobile, Urban One's YouTube channels and its own video platform, *A Space for Creators*.

Recent/Upcoming Content Launches

- TV One's new series ***Minding your Body & Soul*** features former actress now healthy life coach, AJ Johnson, as she transforms people's lives to a healthy balanced lifestyle.
- **CLEO TV** is *Urban One's* new lifestyle and entertainment cable station targeting millennial and generation X women of color through new shows like *Cleo Speaks* and *Just Eats with Chef JJ*.
- A forthcoming yet-to-be named **podcast**.

Opportunities for Brands

- **Cross Platform Audio and Video Activations** - Teams can create cross platform integrations with Radio One shows including Majic, Classix and 93.9 WKYS which cover everything from news and music to sports. There will also be opportunities available for the new podcast property. The company's "One Solution" tool can be used to create custom executions with its One X production house and activate across both its audio and video properties.
- **Tentpoles**
 - *The Urban One Honors* are coming up on May 16th, airing on TV One and promoted across Urban One properties,> The ceremony celebrates Black women who created positive change, as the 2021 theme Women Leading the Change indicates.
 - One Yard is the virtual solution to the HBCU Love (Historically Black colleges and universities) annual event, creating a space for HBCU prospective students, current students, and alumni to gather and celebrate the Homecoming season. Sponsorships are available to connect with this community through custom offerings.
 - Sponsorships are available for MadameNoire's annual *Women to Know* list, which comes out in the fall and highlights women who are "changing the game in their field."