

# TV is getting hot, or at least lukewarm

**Every year**, the TV networks roll out a string of shiny new programs designed to attract viewers and boost ratings. There's no exact science (yet) to predicting what will or won't be a hit among audiences with production value, the narrative, the cultural zeitgeist and buzz just potential

indicators of success. So we thought we'd help out with the crystal ball-gazing. Earlier this week, *AdNews* asked readers whether they would watch these forthcoming series from Seven and Foxtel. See those thermometers? The numbers represent the percentage of yeses. Because TV is hot. Get it? **WM**



**INXS: Never Tear Us Apart**  
Seven



**Resurrection**  
Seven



**A Young Doctor's Notebook**  
Foxtel



**Real Housewives of Melbourne**  
Foxtel



**Intelligence**  
Seven



**The Killing Field**  
Seven



**Goldbergs**  
Seven



**The Michael J. Fox Show**  
Foxtel



## THE BUTTERFLY EFFECT

GLOBAL MOVES, LOCAL IMPACT

### WITH THE PROGRAM

1 October, Mediabrands in US says half of its media will be bought programmatically by 2016.

### EYE SPY

As regulators in the US start to move on investigating personal data and privacy concerns – exacerbated NSA spying fallout – media and data experts are flagging that the default opt-in position for consumers must become opt-out. And industry must move before regulators.

31 October, Mediabrands in Australia says over half of media buying will be programmatic by 2016.

ADMA this week launched a scheme so that marketers can show their customers, and the authorities, that the data world is not spinning out of control. Will opt-out become the default?

# Event goes back to the drive-in future

## Amalgamated Holdings

Limited, the group that owns a raft of entertainment brands including Event and Greater Union Cinemas and hotel chains including Rydges and Thredbo Alpine Resort, is pumping \$1 million into refurbishing the 50-year-old Blacktown Drive In, rebranded as Skyline Drive In.

Relaunching on 25 October, the '50s themed nostalgia-fest - replete with red-and-white striped uniforms for the diner waitresses, milkshakes,

hamburgers and hotdogs - will be New South Wales' only remaining twin drive-in movie theatre.

AHL group managing director David Seargeant said: "The Skyline Drive In represents a distinct part of Sydney's history. Being the only remaining Drive In in Sydney, we saw a duty to preserve this part of history and develop it even further to create a truly unique and nostalgic experience for our cinema customers." **FC**



# MOST VIEWED

The 10 most viewed stories on AdNews.com.au from 18 October to 30 October.

## 1. MINDSHARE RESTRUCTURES, WINS DYSON, BOOKING.COM AND CHANEL

Mindshare has restructures teams into paid, owned and earned divisions.

## 2. INITIATIVE DRIVES AWAY WITH TOP HONOURS AT MFA AWARDS

Initiative's 'Help Me Choose' campaign for Hyundai and Kia scoops the Grand Prix.

## 3. QANTAS, ENERGY AUSTRALIA AND EA GAMES NAMED AND SHAMED AT SHONKY AWARDS

Choice's annual name and shame calls out big brands.

## 4. MFA AWARDS: ALL THE PHOTOS HERE TO HELP YOU REMEMBER

All the photos from the media industry's night of nights.

## 5. ROY MORGAN: EMMA KILLED BRW AND NEWSPAPERS ARE NEXT

Roy Morgan's Michele Levine says EMMA could sound the death knell for newspapers.

## 6. WOOLWORTHS GROUP MARKETING BOSS KURT KAMP SET TO EXIT

Woolworths' most senior marketer steps down a year after taking up the role.

## 7. EIGHT FOOT SHARK CIRCLES SYDNEY MEDIA BOSS

Match Media boss John Preston has a close encounter.

## 8. GOOGLE AND FACEBOOK JOIN FORCES WITH RETARGETING DEAL

The tech giants ink a deal for Google to sell Facebook ads.

## 9. VOTE: WILL YOU WATCH THESE NEW SHOWS, INCLUDING REAL HOUSEWIVES OF MELBOURNE?

Midway through the upfronts season and a bevy of new shows threaten our screens.

## 10. NO BULLSHIT: SIR MARTIN SORRELL AND HAROLD MITCHELL HAIL JOHN STEEDMAN

The great and the good of advertising hail MFA Hall of Fame inductee John Steedman.

# Searching for a horse, of course

It may be race that stops the nation, but do you know what those interested in the Melbourne Cup and horse racing are partial to? Holden and Mercedes. Tennis and rugby union. And *The X Factor*.

Advertising technology firm Exponential has 'dived' into intelligence it holds on horse racing fans by analysing their online behaviour in the three weeks leading up to and one week following the 2012 Melbourne Cup. As it turns out, the

insights show they over-index on some curious interests - for example, horse racing enthusiasts are more kitty people, over-indexing on cats by 24 times versus dogs by 14 times. "Some of the findings are quirky facts and the others will assist with helping plan and strategise media buys," said Exponential insights manager Alice Donaldson. The company will also run the intelligence gathering for the upcoming Ashes tour and the Australian Open tennis. **WM**



The number one interest is *The X Factor* - but it's not just Professor Xavier, it's reality TV in general. Also, they like getting out and about. Huh.



The X Factor  
19x



Restaurants  
19x



Dining & Nightlife  
17x



Bars & Clubs  
17x



Reality TV  
15x



The Home & Family category is a mixed bag. Warm and fuzzy with dogs, cats and getting married, but then counselling. Maybe stop gambling so much.



Dogs  
14x



Cats  
25x



Getting Married  
24x



Counseling  
22x



Horse racing apparently attracts both the blue-collar stiff in his Holden ute and the lah-di-dah fancy pants in his gold-plated Mer-say-days.



Utes  
14x



Holden  
13x



Mercedes  
13x



Sedans  
11x



Not only are they fans of horse racing, but they're also 900 times more likely to be interested in rodeos. Take that to your next pitch meeting.



Hunting  
37x



Tennis  
31x



Rugby  
22x



Despite all the hoopla about hats, men appear to be more interested in horse racing, with men's shirts the top products being purchased online.



Men's shirts  
27x



Men's clothes  
25x



Kids games  
25x



Adidas shoes  
18x



Kids dresses  
15x



Gardening  
14x



The most popular Technology searches were around cameras, telescopes and binoculars. All handy items to have at the track.



Camera optics  
19x



Binoculars  
18x



Digital Cameras  
16x