

# PDMI Weekly

PERFORMANCE-DRIVEN MARKETING INSTITUTE

Wednesday, September 11, 2019 Vol. 2, Issue 34



PDMI WEST  
OCTOBER 21-23, 2019 / PENDRY SAN DIEGO  
DON'T MISS OUT  
REGISTER TODAY!

**PDMI Weekly** is your curated source of news, information, and events in the performance-based marketing universe — delivered by the **Performance-Driven Marketing Institute**.

SUBSCRIBE TODAY!



digital target  
design. develop. deliver.  
• WE WILL REVIEW YOUR •  
ONLINE MARKETING CAMPAIGN  
FOR FREE!

## This Week's Top Stories

### State Attorneys General Put Facebook, Google in Antitrust Jeopardy

Two groups of AGs push separate actions, waging all-out war on Big Tech.

*Reports: Reuters, The Washington Post, The New York Times, and NPR*

### Major Shareholder Puts Heat on AT&T to Sell DirecTV, Shift Focus

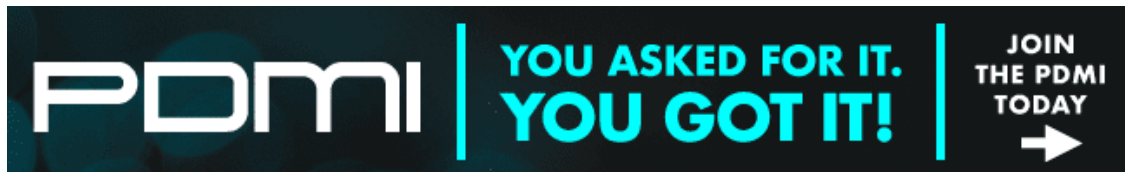
Elliott Management owns \$3.2 billion stake in telecom giant.

*Reports: Variety and Fierce Video*

### Apple TV+ Set for Nov. 1 Launch

Cost is \$4.99 per month, but service free for a year to anyone who buys new Apple device.

*Report: Variety*



PDMI | YOU ASKED FOR IT.  
YOU GOT IT! | JOIN THE PDMI TODAY  
➔

## **BET+ to Launch Sept. 19 at \$9.99 Monthly**

Joint venture between Viacom and Tyler Perry's production studio will be ad free.

*Reports: Deadline, Fortune, and Adweek*

## **ANA's New Measurement Division to Be Run by Bill Tucker**

Goal to ensure ad industry's systems aligned with "measurement agenda of marketers."

*Report: Media Daily News*

## **TripAdvisor Brings Global Media Account Under Havas Umbrella**

Havas Edge has been serving major parts of the account for some time.

*Report: AdAge*



## **Magna: Podcast Advertising to Near \$1 Billion Next Year**

Podcast will account for 8.2 percent of audio ad spending by 2022.

*Report: Media Daily News*

## **Roku Readies European Expansion**

Hisense will launch Roku-branded smart-TV displays in the U.K. this fall.

*Report: The Drum*

## **Survey: Local TV Buyers, Sellers Tired of Cumbersome Processes**

Local TV advertising faces issues in pace of change, ease of use.

*Report: TV Watch*



## **AT&T, Amazon CEOs Call on Feds to Override State Privacy Initiatives**

CEOs of 49 other major companies join in outcry over new California, Maine laws.

*Report: Digital News Daily*

## **FuboTV's Free Sports Network Launches Expanded Programming**

Ad-supported streamer debuts original and partner-produced shows.

*Report: Fierce Video*

## **Facebook Users Allowed to Pursue Privacy Suit by Federal Judge**

43-page ruling puts Facebook on defensive in Cambridge Analytica fallout.

Report: *Digital News Daily*

---

## Member News

Temecula, Calif.-based **OpenJar Concepts Inc.** reaches a milestone — its 10th anniversary. After launching on Sept. 9, 2009 — or 09/09/09 — when the company initiated its first dollar in billing, the company calls this anniversary “especially sweet.” “Since day one, it has been a journey of really big highs and incredibly challenging lows, yet the company continues to thrive, reaching new heights of success,” says Adam Warren, co-founder (with Reno Renaldo) and CEO. “Reinvention has been key to OJCs longevity. What started with performance media on TV only, has expanded to radio, print, a plethora of digital, traditional DR, and general buying — as well programmatic TV and search. For those who have been around since day one to those who we picked up along the way, this anniversary is the start of a new chapter and the culmination of unrelenting vision, perseverance, loyalty, trust, and uncompromising maintenance of a unique culture. We are nostalgic for the days of working out of the home offices of Reno and I — and we are thinking on this anniversary about some of the most crucial moments and decisions that landed us at 10 years. This 10-year road for OJC plays out like a movie in the minds of Reno and me. We keep replaying it in our minds to see what worked, what didn’t, and how the next 10 years will look. It’s exciting, mind-blowing, and a true testament to why we started this buzzing beehive in the first place.”

---

## Industry Calendar of Events

### **PDMI West**

Oct. 21-23, 2019, San Diego

*Visit Website: [PDMI West](#)*

### **Advertising Week**

Sept. 23-26, 2019, New York

*Visit Website: [Advertising Week](#)*

### **LeadsCon Connect to Convert**

Sept. 25-27, 2019, Boston

*Visit Website: [LeadsCon Connect to Convert](#)*

### **ANA Masters of Marketing Conference**

Oct. 2-5, 2019, Orlando

*Visit Website: ANA Masters of Marketing Conference*

**[Click Here to Visit the PDMI's Full Industry Calendar of Events](#)**

---

Please reach out to **Thomas Haire**, chief content officer, at [thaire@definitivemediagroup.com](mailto:thaire@definitivemediagroup.com) with any news briefs — new hires, news about your business success, and more — for consideration for inclusion, as well as feedback or questions about ***PDMI Weekly***.