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8:07 am ET
May 8, 2015

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CMO Today: Spotify To Stream Into Web Video

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By STEVEN PERLBERG [CONNECT](#)

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NEW JAM: Spotify has shaken up the music industry in recent years, and now the music streaming company is laying plans to enter another competitive market: Web video. **WSJ reports** that Spotify has reached out to traditional publishers and other companies that create YouTube videos—known as multi-channel networks—about acquiring some of that content and working together on original series' for a service that could eventually include advertising. The move, which could be formally announced as early as this month, comes amid increasing pressure in Spotify's core business: Pandora, Apple, and new buzzy entrants like Jay Z's Tidal are all vying for the streaming throne. Things are arguably even more cutthroat in the burgeoning Web video space, with companies like Netflix, Amazon, Hulu, YouTube and, increasingly, Facebook all jockeying for attention.



BUSINESS REVIEW: Consumer review company and renowned dive bar locator Yelp is exploring a sale, **WSJ reports**. The company, whose market value jumped to \$3.4 billion on the news, is working with investment bankers and speaking with potential buyers. Yelp is a wellspring of consumer reviews of shops and restaurants (it derives ad revenue from businesses looking for a leg-up across its service), but growth has dwindled. Meanwhile, the user-

generated review space has gotten more competitive with TripAdvisor building up its stable of sites and Priceline acquiring OpenTable last year. But Yelp's brand name and vast database of consumer reviews is likely to pique interest for a handful of Web giants, if the price is right.

TIMES CHANGE: A newish digital media startup has been poaching top talent from one of the biggest kahunas in journalism: the New York Times. The media company is Some Spider, launched last fall by e-commerce businessman Vinit Bharara. The hire is Rajiv Pant, the Times's chief technology officer, **CMO Today reports**. Mr. Pant is Some Spider's

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second recent steal from the paper. Paul Smurl, the Times’s former general manager for core digital products, joined the startup in March. The actual media company itself is still a bit of a mystery. Some Spider is designed to own an ensemble of news sites working off of the blogging service Cafe.com, which was shut down but will be relaunched as “The Mid.” The blog will focus on 35- to 45-year-olds dealing with midlife issues, and the company also bought parenting blog Scary Mommy. As Mr. Bharara put it, it’s a “fusion between an online publisher and an identity-focused social network.”

SEE IT: For some odd reason, marketers have this notion that they should only have to pay for ads that are capable of being seen, creating consternation among publishers who say new standards are often unrealistic. The stakes in this battle are even higher in the online video space, where the ads are more expensive. **CMO Today reports** that Google, using its pervasive ad server DoubleClick, has found that just 54% of video ads across the Web are viewable (Google says that its own video service YouTube has 91% viewable ads, which is likely because the platform is a video destination unto itself). But video players in other corners of the Web are often placed at the bottom of pages, run in a user’s background tab, or are scrolled off-screen faster than the industry standard two-second metric.

ELSEWHERE:

- CNN will pitch a new video offering called “The Point” at the Turner upfront [**Capital**]
- Jimmy Kimmel won’t broadcast a new episode during the Letterman finale [**New York Times**]
- Why cable news’ heyday may be behind us [**Washington Post**]
- Time Inc.’s revenue fell 8.7% as advertising demand weakens [**WSJ**]
- Media executive compensation has hit an all-time high [**Deadline**]
- Nationwide CMO Matt Jauchius has left the company [**Ad Age**]
- A bleak look into the disorienting future for publishers in our Facebook-powered world [**The Awl**]
- Snapchat is debuting a new 10-second video ad product that costs two cents per view [**Adweek**]
- CBS will offer an Internet-delivered version of Showtime [**WSJ**]
- Screenvision is pitching advertisers on new data approaches to ads that run before a movie starts [**CMO Today**]
- Advertisers aren’t crazy about Yahoo’s year-old digital magazines [**Digiday**]
- Tribune Publishing is acquiring the San Diego Union-Tribune and a group of nine weeklies [**WSJ**]

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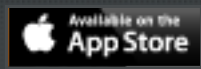
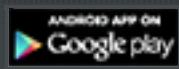
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