**Cable Nets Remind Advertisers TV Is About More Than Data**

For all the talk about how data's role in the TV upfronts will continue to be more pronounced, two cable networks reminded media buyers and advertisers that TV is more than just buying audiences. "Environment matters," said Jon Steinlauf, president-national ad sales, Scripps Networks. He said that advertisers who limit themselves just to audience buying run the risk of placing ads in front of people at a time when they aren't engaging or responding.

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<http://adage.com/article/special-report-tv-upfront/upfronts-2017-cable-nets-remind-advertisers-tv-data/308386/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1490829543&utm_visit=113450>

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