

## Median Frequency analysis - E.W. Scripps, Majesty Ventures, LLC, and Netflix inventory for political advertisers

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To interested parties, July 2024

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### Executive summary:

Evidence shows [REDACTED], currently [REDACTED] Chief [REDACTED] Officer, and [REDACTED], formerly [REDACTED] VP, are doing business as Majesty Ventures, LLC, and falsely claimed access to and the ability to sell Netflix programmatic advertising inventory to political advertisers.

### Conclusions:

1. In June and July, 2024, E.W. Scripps marketed Netflix inventory – based on claims from [REDACTED], [REDACTED], and Majesty Ventures LLC – that does not exist for political advertisers.
2. Former and current [REDACTED] employees, [REDACTED] and [REDACTED], doing business as Majesty Ventures LLC, were attempting to sell Netflix inventory they could not sell to political advertisers.

**Topline note: Netflix corporate confirms it does not accept political advertising of any form.**

### Key takeaways:

1. Advertisers must be vigilant. These dishonest business practices are still very much a reality in our industry.
2. If an offer seems too good to be true, it is. Do not spend your resources blindly, verify your supply path.
3. There are good actors in our industry. Due diligence is key to bringing transparency we can all rely on.

## Background:

Median Frequency is a political advertising consultancy specializing in optimizing advertising ecosystems. MF helps electoral candidates and organizations realize the potential of their working media by keeping an unconflicted eye on their strategic goals.

The conclusions in this document are based on information revealed through the course of an independent review of E.W. Scripps' and Majesty Ventures, LLC's advertising offerings. Median Frequency cannot guarantee the information contained within this document is accurate. Advertisers should independently evaluate any information communicated below and any other vendor claims.

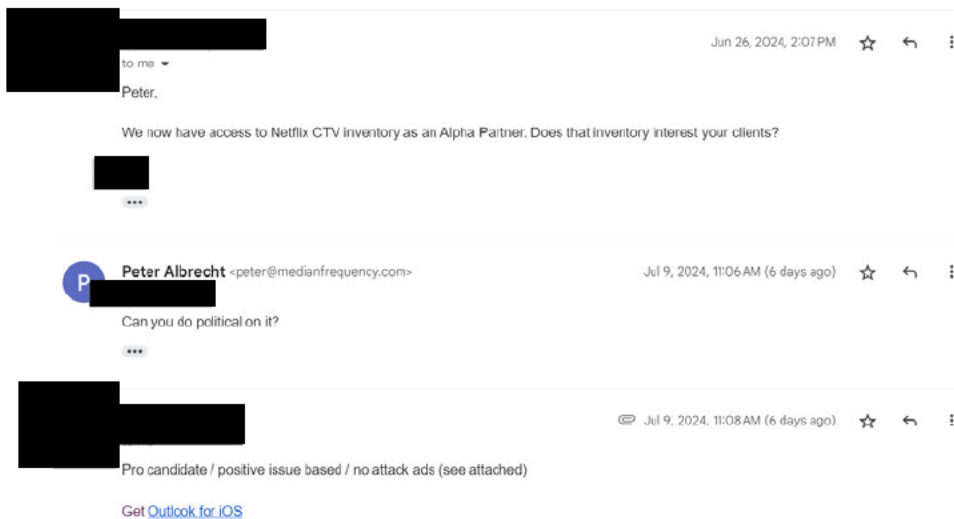
## Timeline:

### Wednesday, June 26 - Tuesday, July 9, 2024

Median Frequency (MF) received an email on Wednesday, June 26, 2024 from an E.W. Scripps sales representative offering Netflix CTV inventory for political advertisers.

1. E.W. Scripps sales representative: [REDACTED]

MF was aware of Netflix's advertising restrictions banning political advertising on its platform, the sales representative claimed to have access to as an "alpha partner."



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The first page of the attachment from the email:



The entirety of the attachment is included in **Appendix A** of this document

The attachment is a presentation claiming E.W. Scripps can sell Netflix advertising inventory to political advertisers.

**Note "Political Exception" is listed on the title slide**

**Wednesday, July 10, 2024**

The E.W. Scripps team convened a call to tell MF about the offering on July 10th.

In attendance were:

1. E.W. Scripps sales representative: [REDACTED]
2. E.W. Scripps sales representative: [REDACTED]  
[REDACTED]
3. Peter Albrecht, Median Frequency

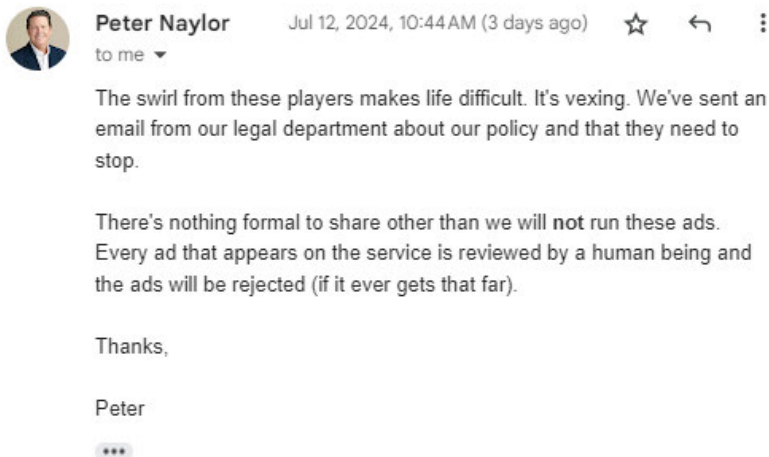
[REDACTED] and [REDACTED] claimed they could sell CTV inventory on Netflix that would run positive messages on behalf of political candidates.

After the call concluded, MF investigated the claims E.W. Scripps had access to Netflix advertising inventory that could be used for political advertising clients. MF confirmed through contacts at other political advertising organizations received the same presentation, pitch, and offerings from E.W. Scripps. **This document is an accounting of the resulting attempt to verify E.W. Scripps' Netflix for political advertisers inventory claims.**

With this information, MF then reached out to **Peter Naylor, VP of Global Advertising sales at Netflix** to confirm Netflix's position on accepting political advertising.

**Friday, July 12, 2024**

Netflix in no uncertain terms does not allow political advertising, as confirmed by Mr. Naylor on July 12, 2024:



**Conclusion #1: in June and July, 2024, E.W. Scripps marketed Netflix inventory that does not exist to political advertisers.**

*Friday, July 12, 2024 - continued*

With this confirmation from Netflix, MF spoke with E.W. Scripps [REDACTED], on the phone to receive more information on E.W. Scripps' offerings.

1. E.W. Scripps sales [REDACTED]

In the conversation, [REDACTED] explained the following:

- E.W. Scripps resells inventory from many different inventory sources, relying on upwards of 100-200 subvendors to supplement their Owned & Operated inventory and fulfill client orders
- The Netflix inventory opportunity came from one of these subvendors with a connection to Netflix.
- E.W. Scripps believed the claims from this subvendor with regards to access to the Netflix inventory for political advertisers were true.

At the conclusion of the call, [REDACTED] requested MF join a call with this subvendor to hear their explanation of how they acquire inventory and the origination of the Netflix inventory for political advertisers opportunity.

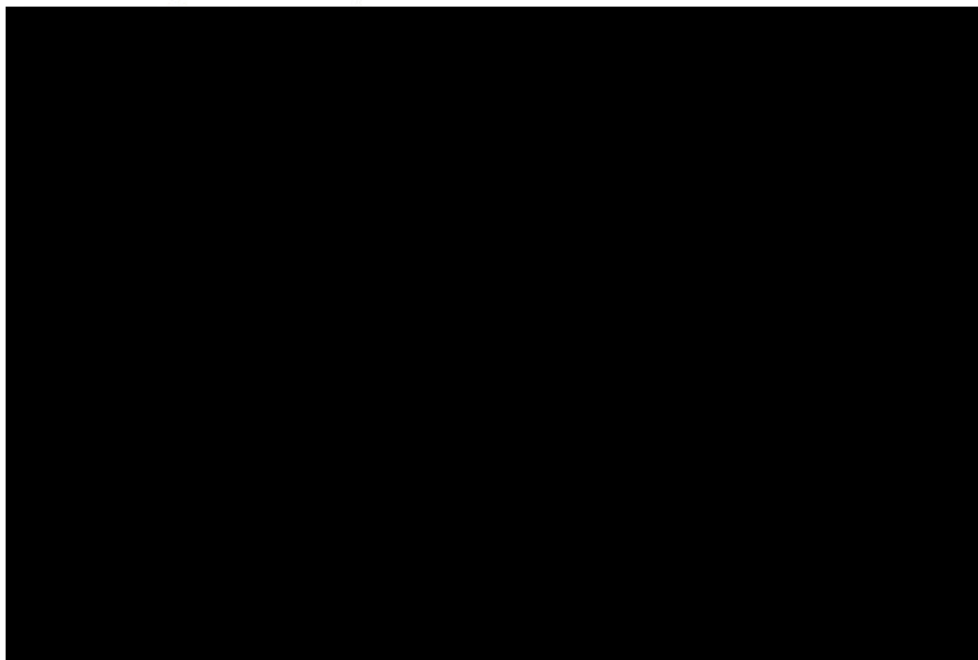
**Monday, July 15, 2024**

[REDACTED] connected MF with the subvendor claiming to have access to Netflix inventory, Majesty Ventures, <https://majestyventures.co/>. Their representative, [REDACTED] replied to set up a call.

[REDACTED] included another Majesty Ventures employee, named "[REDACTED]" in this email. CC'd in communication are:

1. E.W. Scripps sales [REDACTED]
2. E.W. Scripps sales [REDACTED]
3. Majesty Ventures employee: [REDACTED]  
[REDACTED]
4. Majesty Ventures employee: "[REDACTED]"
  - o [REDACTED]
5. Peter Albrecht, Median Frequency

Connecting on Netflix Inventory



Jul 15, 2024, 9:25 AM (23 hours ago)

[REDACTED]tudes.co>  
com>  
scripps.com>  
frequency.com>  
entures.co>  
ntory  
gappsmtp.com  
[Learn more](#)  
essages in the

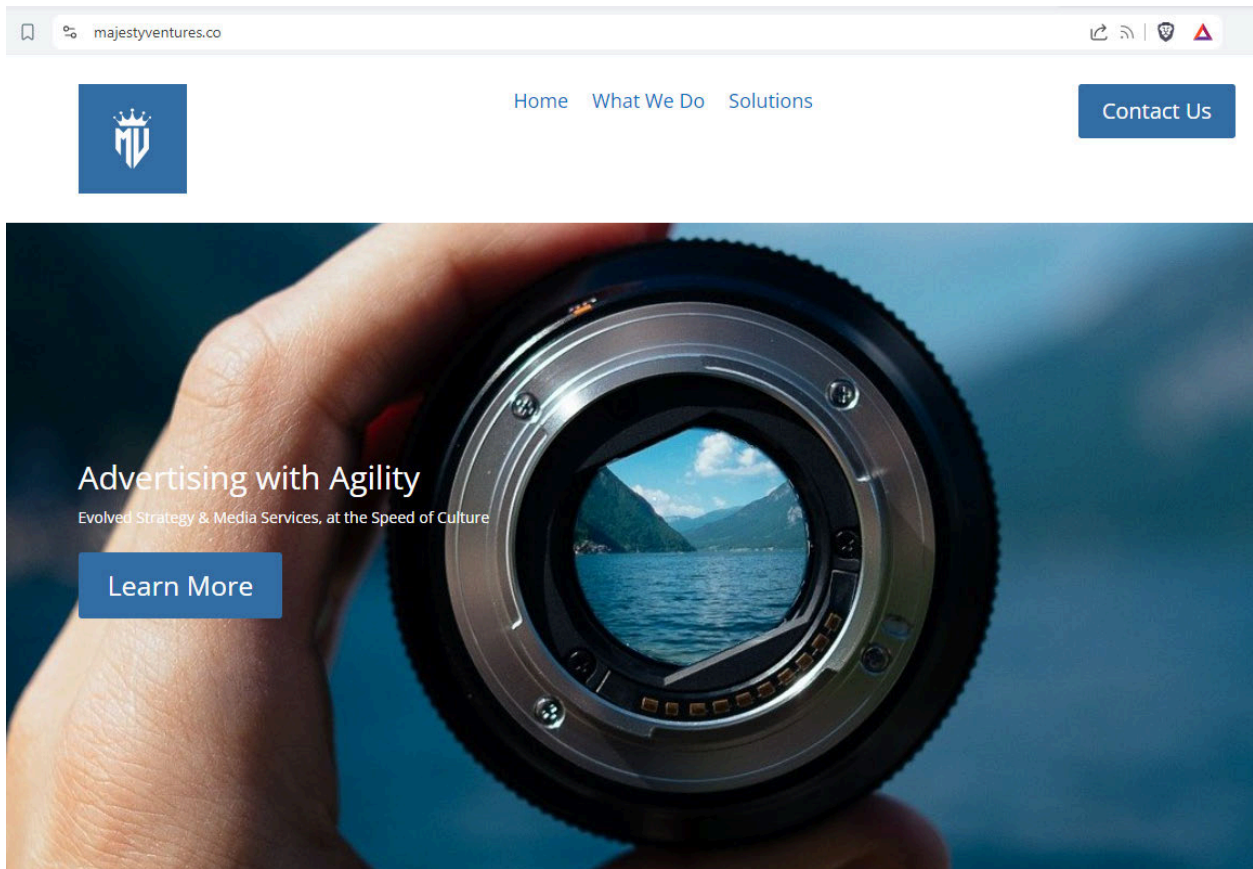
The call occurred as scheduled on July 16, 2024 at 1:30 pm EDT, a readout follows later.

Monday, July 15, 2024 - continued

MF continued looking at Majesty Ventures, LLC, its digital properties, and its employees.

Majesty Ventures' website, <https://majestyventures.co/>:

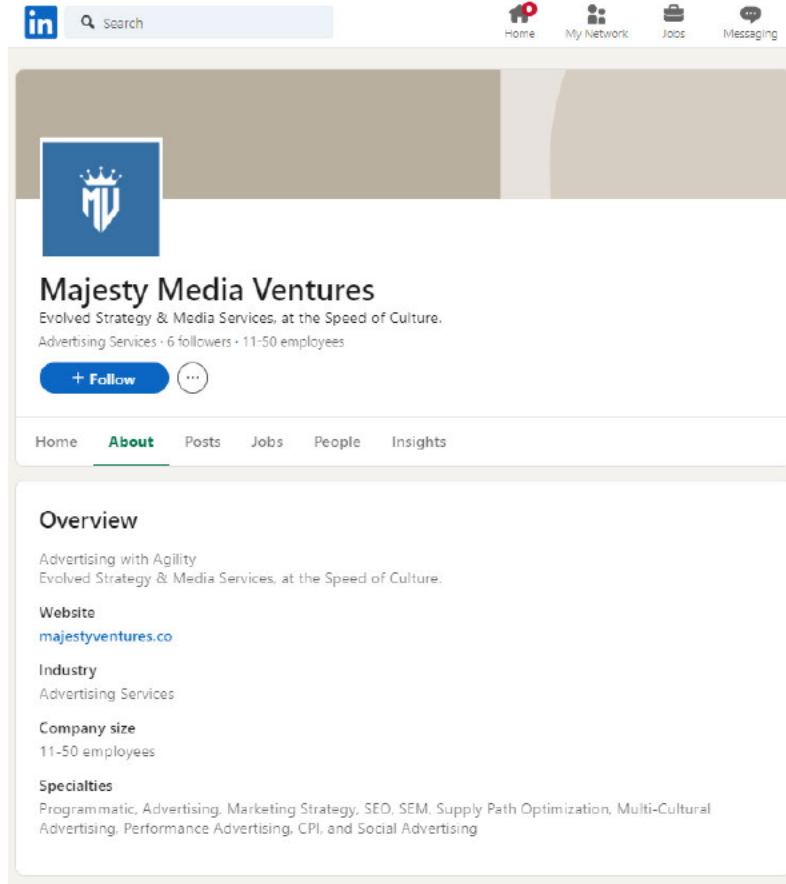
- Tracking pixels common with marketing websites absent
  - No 1P or 3P pixels installed
  - No analytics software installed
- URL registration: September 9, 2020
  - <https://www.whois.com/whois/majestyventures.co>
- Social channels with anchors that do not link offsite
- Copyright dated 2023



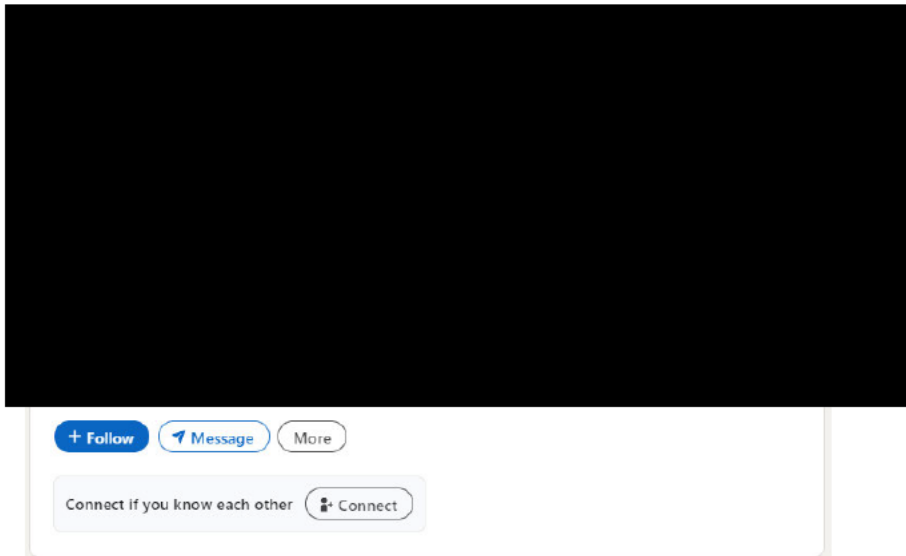
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Majesty Ventures' LinkedIn, [linkedin.com/company/majesty-media-ventures/](https://www.linkedin.com/company/majesty-media-ventures/):

- About statement is brief
- Lists 11-50 employees with no associated personal LinkedIn accounts



[Redacted] 's LinkedIn, [Redacted]



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██████████ LinkedIn, continued:

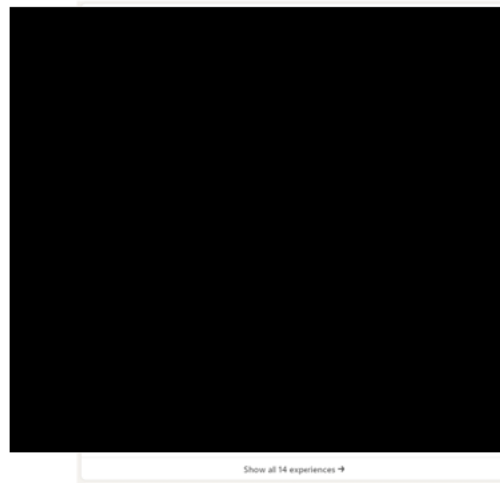
- Does not list Majesty Ventures

- **September 2018 - October 2019**

- Shows ██████████
- **Overlap with E.W. Scripps'** ██████████
- ██████████ " AKA sales

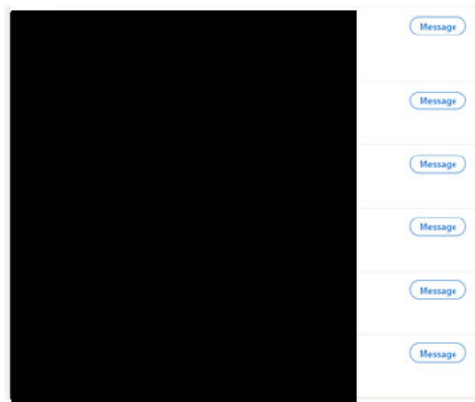
- October 2020 - April 2022

- Shows ██████████
- ██████████  
AKA sales



██████████ s LinkedIn shows a connection to:

1. ██████████, E.W. Scripps
2. ██████████, E.W. Scripps
3. ██████████, E.W. Scripps



All are mentioned above in MF's previous related interactions with E.W. Scripps.



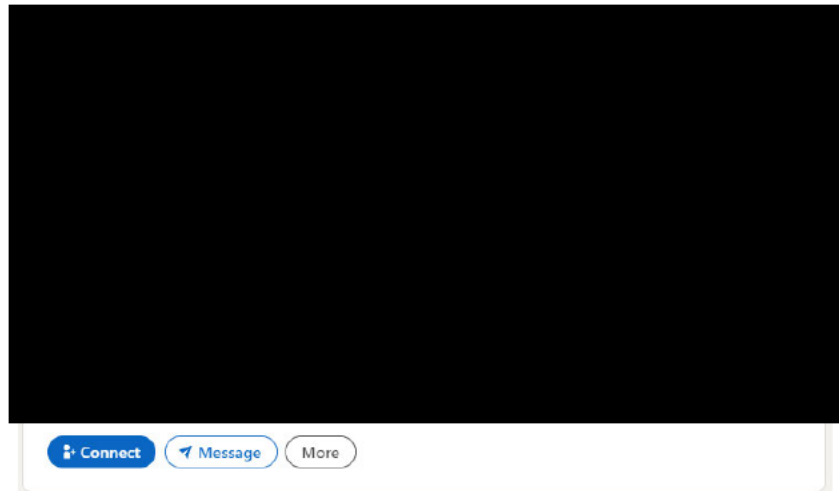
Monday, July 15, 2024 - continued

Looking further into "[REDACTED]" but lacking their last name, a search of the [REDACTED] email address leads to this LinkedIn profile.



A full search screenshot is included in **Appendix B** of this document

[REDACTED] LinkedIn, [REDACTED]



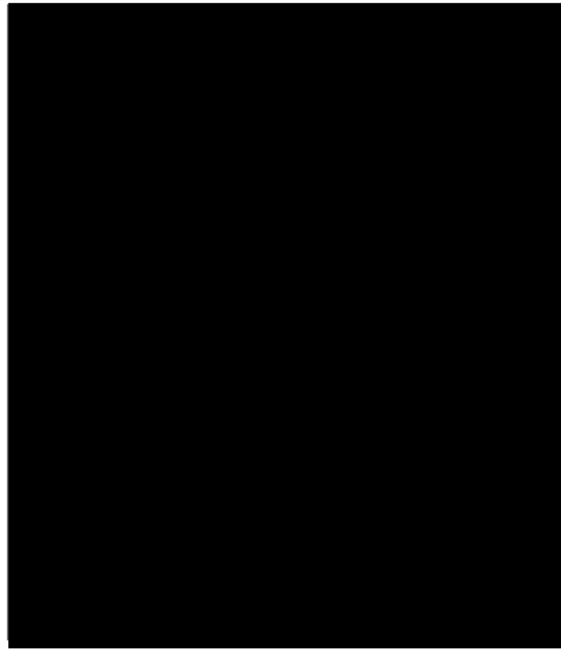
Connect Message More

- Does not list Majesty Ventures
- December 2015 - October 2019
  - Shows [REDACTED] working at [REDACTED]
  - [REDACTED] AKA sales
- **June 2017 - October 2019**
  - **Overlap with E.W. Scripps'** [REDACTED]
- **September 2018 - October 2019**
  - **Overlap with [REDACTED] and [REDACTED] at [REDACTED]**
- October 2019 - present
  - [REDACTED]
  - [REDACTED]
  - [REDACTED] AKA sales
- **October 2019 - March 2022**
  - **Overlap with [REDACTED] at [REDACTED]**

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Monday, July 15, 2024 - continued

[REDACTED] LinkedIn, continued:



[REDACTED] LinkedIn shows a connection to:

1. [REDACTED] E.W.Scripps
2. [REDACTED] E.W. Scripps



All of which illustrate [REDACTED] is likely the person associated with the [REDACTED] email address and [REDACTED]. [REDACTED] is fully aware of Majesty Ventures' attempts to sell Netflix inventory to political advertisers.

**Note 7/16:** [REDACTED] was confirmed to be [REDACTED] on the July 16, 2024 phone call.

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Monday, July 15, 2024 - continued



[REDACTED]' LinkedIn lists

- June 2017 - March 2021
  - Shows [REDACTED] working at [REDACTED]
  - [REDACTED] AKA sales
- June 2017 - October 2019
  - Overlap with [REDACTED] at [REDACTED]
- September 2018 - October 2019
  - Overlap with [REDACTED] and [REDACTED] at [REDACTED]
- March 2021 - present
  - Shows [REDACTED] working at E.W. Scripps
  - "[REDACTED]" AKA sales

**Conclusion #2:** [REDACTED] and [REDACTED] were marketing Netflix inventory they did not have to political advertisers.

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**Tuesday, July 16, 2024**

On the afternoon of Tuesday, July 16th, at 1:30 pm EDT, MF attended a phone call with the following:

1. [REDACTED] E.W. Scripps
2. [REDACTED], E.W. Scripps
3. [REDACTED], Majesty Ventures
4. [REDACTED], Majesty Ventures

[REDACTED] provided excuses and explanations, including Majesty Ventures finding out as recently as last week that the Netflix political offering was no longer available.

[REDACTED] also provided claims that the Netflix inventory was through a reseller and they were unaware of the limitations.

[REDACTED] claimed Majesty Ventures, "sits on all of the DSPs," when asked for clarity that he indeed meant every DSP in existence, he responded in the affirmative.

The call ended with [REDACTED] voicing his displeasure at MF's conclusions and findings but not refuting them.

*Tuesday, July 16, 2024 - continued*

Median Frequency completed the current version of this document which you are now reading. Please direct any questions to:

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www.medianfrequency.com

Median Frequency reiterates we will publicly retract any and all statements reasonably found to be false or otherwise inaccurate.

Our goal is transparency, not to score points. When individuals and organizations do better, we all do better.

Median Frequency  
Don't be mean.

*Note: this document has been edited for formatting without a material change in content as of 7/17/24*

## Median Frequency analysis - E.W. Scripps and Netflix inventory for political advertisers

For interested parties - July 2024

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### Further questions in need of answers:

Majesty Ventures, LLC:

1. What is Majesty Ventures, LLC's response to the findings in this document?
2. Are there other individuals at Majesty Ventures, LLC that were aware of the Netflix inventory offerings?

The connection to [REDACTED] remains in question:

3. [REDACTED] claims to be an advisor to [REDACTED], is this true? Does [REDACTED] still work for and represent [REDACTED]?
4. If so, what is [REDACTED]'s response to the findings in this document?
5. Also if so, is [REDACTED] aware of his actions regarding Netflix inventory?

E.W. Scripps' full awareness of the offering remains in question:

6. What is E.W. Scripps response to the findings in this document?

## Appendix A

E.W. Scripps attachment dated 6/26/24

Pages 1-6 of 12

**Scripps CTV - Extension**

**NETFLIX**

"Political Exception"

### Netflix Overview

Netflix ads enable brand reach among a massive audience and achieves high engagement across premium content with diverse ad formats.

4 minutes of ads per user watch hour

Pre, Mid & Post-Roll slots are available in :10, :15, :20, :30, and :60-second slots.

Target by Top 10, Age, Genre, Geo & Demo

Reach across 10% of the US population by 2028.



### Netflix Capabilities

Netflix ads enable brand reach among a massive audience and achieves high engagement across premium content with diverse ad formats.

4 minutes of ads per user watch hour

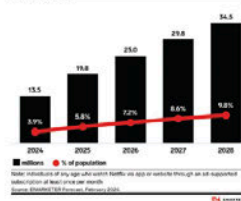
Pre, Mid & Post-Roll slots are available in :10, :15, :20, :30, and :60-second slots.

Target by Top 10, Age, Genre, Geo & Demo

With its acknowledgment of creating space for brands and advertisers, making monthly subscriptions more affordable for viewers, and shifting focus toward engagement metrics, Netflix is already changing the future of streaming platform advertising efforts. These changes will enable advertising reach across 10% of the US population by 2028.



Netflix Ad-Supported Viewers  
US, 2024-2028



**Scripps CTV - Extension**

**NETFLIX**

Deep Dive

### Understand Netflix's Ad Inventory

Netflix's ad-supported plan includes commercial breaks in most TV shows and movies. While the vast majority of TV shows and movies are available on an ad-supported plan, a small number aren't due to licensing restrictions. These titles will appear with a lock icon when users search or browse Netflix.

Viewers can expect to see an average of 4 minutes of ads per hour (this may vary based on the title watched) before and during select TV shows and movies. For newly released movies, ads are only played before the title begins. Fast forward and skip aren't available when an ad is playing.



### Strategic Placement and Timing

Your ads can appear at various points—either at the beginning, during, or after Netflix content. There are benefits to each:

1. Ads at the beginning of content capture viewers' attention early, potentially increasing brand awareness and message retention.
2. Mid-content ads benefit from viewers' established engagement with the program, offering a prime opportunity to present more detailed messages or calls to action when viewers are most immersed.
3. Ads after content can leverage viewers' post-viewing receptiveness to influence decisions or encourage further interaction with the brand.

Choosing appropriate ad lengths is critical to your overall strategy. Netflix offers :10, :15, :20, :30, and :60-second slots. Short, snappy ads might be perfect for delivering a quick and simple message, ideal for brands looking to boost brand recall or announce a time-sensitive offer.

Conversely, more immersive ad formats may be better suited for detailed storytelling or engagement-heavy campaigns, ideal for advertisers aiming to build a deeper connection with their audience. It's all up to you and your objectives!



## Appendix A

E.W. Scripps attachment dated 6/26/24

Pages 7-12 of 12

### Netflix Targeting Capabilities

The available audience targeting on Netflix is based on demographics, viewing habits, and preferences. The following targeting capabilities can enhance the relevance of your advertisements while boosting viewer engagement and campaign effectiveness:

- **Top 10:** Netflix's list of the top ten most watched TV and films, refreshed every 24 hours.
- **Genre:** Includes Run of Network (RON), Drama, Comedy, Romance, Action, Thriller & Horror, Unscripted, Sci-Fi & Fantasy, and Top 10.
- **Age:** Includes ages 18-34, 18-49, 24-54, 35+, and 50+.
- **Geographic:** Country or state level.
- **Gender**

Netflix's audience targeting capabilities are a powerful tool for brands and advertisers aiming to enhance the relevance and effectiveness of their campaigns. By focusing on Netflix viewer demographics, viewing habits, and preferences, these targeting options ensure that your advertisements reach precisely the right audience.

Features such as "Top 10" enable ads to be placed alongside the most popular content, increasing visibility. "Genre" targeting allows ads to be shown during shows and movies of a specific type, aligning with viewer interests. Age and gender targeting are essential for reaching particular demographic groups with tailored messaging while geo-targeting to the state level helps localize ads effectively.

### Netflix Restrictions

The following are rules and expectations for ad content and practices on Netflix:

- Ads must comply with all applicable laws, rules, regulations, and industry self-regulatory guidelines. This includes practices such as ad targeting.
- Ads may not infringe on the rights of others, including copyright, trademark, and other intellectual property or personal rights, or be defamatory.
- Ads must be accurate, truthful, and not misleading.
- Ads should be clearly identifiable as advertisements. They should not be presented as editorial content, news reports, emergency alerts, or otherwise.
- As an advertiser, you must have substantiation for all express and implied claims in your ads. Upon request, you will provide the substantiation to Netflix.

### Netflix Restrictions Continued

The following are rules and expectations for ad content and practices on Netflix:

- No false endorsement, deepfakes, or similar deceptive practices.
- Ads may not engage in or promote discrimination, including based on race, religion, nationality, ethnicity, disability, sexual orientation, gender, or age.
- Ads contrary to good taste are not permitted.
- No ads that glorify or encourage criminal, unsafe, or inappropriate behavior; display excessive violence; are sexually explicit, overly suggestive, or contain nudity, have obscene or profane language or depictions; or are otherwise threatening, harassing, or harmful.
- Ads may not include linkouts (e.g., clickable URLs or QR codes) unless approved by Netflix. The content of landing pages must also comply with this policy.
- Netflix has the right to review, approve, reject, require edits to, and withdraw any ads on a case-by-case basis at its discretion.

### Premium CTV Deals

Scripps makes it easy and more affordable to run across premium supply. Our inventory team negotiates with leading supply decision makers to curate premium CTV packages at the most efficient prices. We pass that savings onto you so your business can prosper, and your clients can run in the most premium environments.



Meet your goals with non-skippable, custom marketplaces based on thousands of datasets.



Strict traffic quality & brand safety controls.



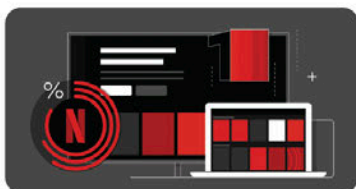
Efficient supply in the most premium environments.



### Reporting

The following metrics are what we can currently report:

- Impressions
- Clicks
- CTR
- Video Completion Rate
- Render Rate
- Fill Rate
- Response Rate
- Video Skip Rate
- Video Start



**Appendix B**

Kagi search of [redacted] email address dated 7/16/24

[redacted]

