

Matching Showtime's Numbers?

Netflix viewership said to match premium cable channel's show

Streaming Stats. Netflix has famously refused to release viewership numbers for its TV shows, so it's impossible to know how many people are really watching "House Of Cards" and "Orange Is The New Black." Now, Lionsgate Entertainment, which produces "OITNB," is obliquely saying that Netflix's most popular show's ratings most closely resembles Showtime's "Weeds," which attracted more than 900,000 viewers per episode during its 2005-2012 run.

Peanut Battles. Jif peanut butter lost market share as the top selling brand thanks to aggressive promotion by No. 2 brand Skippy, from Hormel Foods. As a result, Jif's parent, J.M. Smuckers, is launching an aggressive promotional campaign to support its newest Jif Whips brand extension.



Larissa Faw
The Business Roundup

Tipsy Films. Regal Entertainment is increasingly adding alcohol to its concession menus, executives report. This move is a way to boost overall food and beverage sales, but won't be rolled out nationally. Instead, each unit is evaluating whether it's worth the added cost and expense to pursue the

restrictive alcohol licensing and regulations.

New Big Thing? Lionsgate Entertainment moved next installment of the "Hunger Games" franchise from its original March release to November in order to make March available for what film executives will become the next big film franchise: "Divergent." Indeed, they say this movie appeals to the same audience as the "Hunger Games": young men and women, and older women. Older men are dragged to these movie for "date night," executives say.

Expanding Rockettes. The Radio City Rockettes are typically associated with New York City and the holidays, but now, parent company Madison Square Garden Entertainment wants the franchise to expand its footprint. The classic holiday show is being introduced to four U.S. cities, and

this March, the Rockettes are introducing a new show, "Heart and Ice," for a limited 59-date engagement at Radio City. This show is particularly designed to continually tour the U.S. and international markets.

Foreign Relations. BMW is experiencing some internal tension as a result of its Olympic sponsorship. The U.S. division of the German company used its engineering expertise to redesign the U.S. two-men bobsled, one of which won a bronze medal at the Sochi Games. Hence, German engineering is benefiting U.S. — and not German — athletes. BMW executives admit to some inner-company taunting, but say it's all in good fun. Maybe next time, BMW should sponsor the Jamaican bobsled team.

Bagged Cereal. Post Holdings is moving outside of

the box. The cereal brand wants to appeal to value-priced shoppers so it's introducing bagged varieties of Cocoa and Fruity Pebbles, HoneyComb and Golden Crispy cereal at 4,000 retail outlets in the coming months.

Green Lawns. Not all homeowners want or expect lush green grass. MiracleGro considers California to be in the "dirt business" thanks to water regulation and drought. Instead, Texas and Florida are key lawn focuses for the company. This fall, the company will debut Bonus S, a new weed and lawn killer specifically for St. Augustine grass, which only works in the Gulf States.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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