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GROUP
NETWORKS

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Reading Eagle

Bloomberg Media announced the name of its built-for-Twitter 24-hour news network — TicToc by Bloomberg — which is set to go live next Monday, Dec. 18.

The company is staffing TicToc with a dedicated team of about 50 reporters, editors, producers and social-media analysts, overseen by M. Scott Havens, Bloomberg's global head of digital, and Mindy Massucci, who is the editorial lead of TicToc by Bloomberg. The news org touts it as the world's first "social news network": combining Twitter's global reach and user-generated commentary with the pedigree of Bloomberg's news-reporting expertise.

The network will be available on Twitter at @tictoc (twitter.com/tictoc). TicToc will feature a mix of breaking news content culled from Twitter — curated and verified by Bloomberg — and Bloomberg's own live video reporting. It's a completely separate product from Bloomberg Television, according to the New York-based company. Bloomberg Media has landed six initial sponsors for TicToc: AT&T, CA Technologies, CME Group, Goldman Sachs, Infiniti, and TD Ameritrade. Each is paying between \$1.5 million-\$3 million as presenting partners, according a [report](#) by Axios.

Bloomberg reps declined to provide details of specific programming on TicToc or about the talent and anchors hired for the network. "In an era when most viewers are choosing immediacy over quality in breaking news, traditional media hasn't kept up," Bloomberg Media CEO Justin Smith said in May when it announced the [partnership with Twitter for the 24-hour news network](#) (a statement that sounded like a mea culpa). "With this new network, we are setting out to reinvent the digital breaking-news experience."

TicToc is a reference to a "tick-tock" story: journalism jargon for a piece that provides a play-by-play chronology of a deal or event (no relation to [Ke\\$ha's 2010 dance hit "TiK ToK"](#)). According to Bloomberg, TicToc "conveys the ethos of the product — that it is timely, accurate, relevant, concise and factual." For Twitter, TicToc by Bloomberg will be the first 24-hour live network exclusively available on the social platform. Live video has been a big push for Twitter. In Q3 the company announced around 30 new live-streaming partnerships, after previous deals with partners including Major League Baseball, the NFL, Viacom, the WNBA, Live Nation, the PGA, IMG Fashion, and BuzzFeed, which produces the hour-long ["AM to DM" morning talk show on Twitter](#) airing weekdays at 10 a.m. ET. — *Variety*

Trust a savvy deal-maker like Rupert Murdoch to wring the most from any negotiation. The 86-year-old media mogul and his family would emerge as the single largest individual shareholders in Disney once [the proposed \\$66 billion deal for 21st Century Fox's film and television assets](#) closes.

**Meet the four
Republicans
vying to unseat
Gov. Tom Wolf**

**Philadelphia
Inquirer
Wolf: Leach
should resign in
wake of
allegations**

Only the mutual fund Vanguard would have more significant holdings in the Burbank media giant. The Murdochs stand to receive nearly 88 million Disney shares in the all-stock deal, based on the number of Fox shares he and his family trust reported in regulatory filings. That's more than the 64 million shares owned or directly controlled by Laurene Powell Jobs, the widow of Steve Jobs. The late Apple co-founder became Disney's largest individual shareholder in 2006 with the \$7.4 billion sale of Pixar Animation Studios.

Media analyst Doug Creutz of Cowen & Co. speculates that the Murdochs may be positioning themselves to run Disney one day, after CEO Bob Iger retires. That's consistent with what we're hearing from sources, who say James Murdoch is angling for a senior management role in Burbank. **Iger, however, was circumspect today about the younger Murdoch's role** in the company, post-acquisition. "James and I will be talking over the next number of months. He's going to be integral to the integration process, and he and I will be discussing whether there is a role for him or not at our company," Iger said. – *Deadline Hollywood*

Republicans are criticizing Democratic Gov. Tom Wolf's decision not to release an inspector general's report he ordered into the treatment of state employees by Lt. Gov. Mike Stack, a fellow Democrat. Urging Wolf this week to release the report are House Labor and Industry Committee Chairman Rob Kauffman, state party chairman Val DiGiorgio and Paul Mango, who is running for the Republican nomination to challenge Wolf in next year's election.

Last spring, Wolf stripped Stack of Pennsylvania State Police protection and limited cleaning, grounds keeping and maintenance by state employees at Stack's official residence. Stack's office later said his wife had entered treatment for an undisclosed mental health issue. Wolf says he wants to be fair to Tonya Stack and didn't need to go further than he did to keep state employees safe. – *Associated Press*

