

Cablefax Daily™

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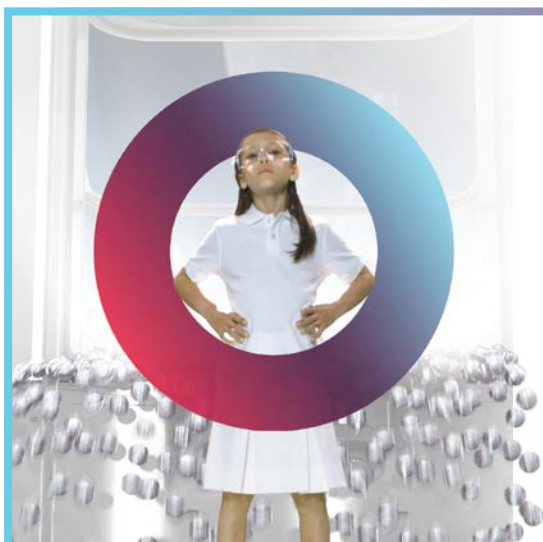
What the Industry Reads First

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VR Focus: Hulu's Noah Heller Discusses OTT Player's New Reality

VR was all over the place last week. **20th Century Fox** futurist *Ted Schilowitz*, speaking at **NCTA** and **CableLabs'** Near Future event, prognosticated that more people than ever before are ready for virtual reality. The tech was on full display at the **NAB Show**, both on the floor and in VR sessions that drew big crowds. For another perspective, we checked in with **Hulu's** VR expert *Noah Heller*, who joined the company in 2015 after it acquired **Vhoto**, the video and photo startup he helped build and run after many years in the videogame world. The vp of business development, emerging technology and virtual reality will deliver a keynote at **Cablefax's** TV Innovation Summit on June 8. The following is an edited excerpt from Heller's conversation with Cablefax contributor *Dade Hayes*. **Why has Hulu taken such a strong interest in VR?** It's important for us to take a leadership position because VR plays to many of our core strengths as a company. It felt like a place where we could innovate and bring our technology expertise. And on the production side we could bring exciting stars and stories to the table. **What have you learned about best practices?** One of the fundamental rules is to be careful around motion. But one of our most successful pieces is about downhill skiing. When people watch that piece, they don't get sick. The camera is mounted on the skier's chest. Basically, every single idea that comes in the door here, we ask a single test question: Could it be made in traditional 2D television? If the answer is yes, we don't do it. **Some networks feel AR (augmented reality) may end up more viable than VR. What's your view?** Most of the AR entertainment discussion is really about add-ons to existing experiences, but our emphasis is on creating new experiences. But forecasting is difficult. If you were at the dawn of television and you were trying to predict that football and soap operas would soon come to dominate the medium, no one would have seen it. So it's very early days. **How big of a team does Hulu have dedicated to VR?** We've never broken out the number. This has been a true nights and weekends operation. We have people who are just really passionate about it. Their day job is optimizing streaming video and over the weekend they're crunching code for a VR project because they just really think it's exciting and it's the future.

FCC's May Meeting: FCC chair *Ajit Pai's* Title II reversal is getting all the headlines, but other agenda items for



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May's meeting includes a public notice seeking comment on media regulations that can be scrapped. The notice specifically asks about Part 76, which contains regs related to cable franchise applications, cable rate regulation and cable inside wiring. The Commission also will consider an NPRM that proposes to eliminate a rule requiring rural telecom providers receiving USF support to impose higher minimum monthly rates on their customers than the rates paid by some of their urban counterparts, or otherwise lose some USF support.

Ratings: ESPN drew a 4.8 overnight rating for its Round 1 coverage of the **NFL** Draft on Thursday night, up 2% YOY. Final ratings were not available at presstime. The first round also drew an average minute streaming audience of 243K viewers, a 23% YOY jump. -- The **Yankees'** hot start is paying dividends for **YES Network**, which is averaging 396K total viewers through the first 16 telecasts of the season. That is up 41% YOY from the Yankees' April 2016 average. Thursday Night's **Yankees-Red Sox** telecast was the net's third-highest viewed and rated of the season, averaging 412K viewers and a 3.93 HH rating in New York.

Smart TVs: According to the **Leichtman Research Group**, 69% of all US households with TVs own a connected TV. The study defined connected TVs as those connected to the Internet via a smart TV set, a stand-alone device like **Roku**, a video-game system, and/or a Blue-ray player. The findings, based on a survey of 1,204 households in the US, are part of LRG's study, "Connected and HD TVs XIV."

NCTA News: Charter chmn/CEO *Tom Rutledge* was re-elected as chair of **NCTA's** board Thursday. **Cox Communications** pres *Pat Esser* was elected for another term as vice chairman, while *John Skipper*, president of **ESPN**, and co-chairman of **Disney Media Networks**, was re-elected as secretary. Newly installed **Comcast Cable** pres/CEO *Dave Watson* was elected for a first term as treasurer.

Programming: **Fox News** will debut one-hour political talk show, "The Fox News Specialists," on Monday. The show, co-hosted by *Eric Bolling*, *Katherine Timpf* and *Eboni K. Williams*, will include two special guest experts each night to discuss top stories of the day. -- **E!** on Monday kicks off its coverage of the Met Gala, which will appear on the net, as well as across its digital and social footprint. Highlights include special editions of "E! News" on Monday and Tuesday at 7pm ET, as well as a live red carpet show on Monday at 7:30pm ET. New daytime series "Daily Pop" will also focus on the Met Gala during its Noon ET/PT airings on Monday and Tuesday, and "Fashion Police: The 2017 Met Gala" will break down all of the celebrity wardrobe choices Tuesday at 8pm ET/PT.

Exec Moves: **HSN** CEO *Mindy Grossman* will join **Weight Watchers** at pres/CEO in July. She'll also join the weight loss company's board. Grossman will step down from HSN on May 24, working with management on a smooth transition in the interim. HSN has launched a search for her replacement that will include internal and external candidates.

Giving Back: **Altice USA's** Lightpath division has connected 47 New Jersey schools with high-speed broadband services as part of a **New Jersey Department of Education** purchasing cooperative. Altice USA has now connected a total of 110 schools in the past two years under the DOE's Digital Readiness for Learning and Assessment Project. -- **Viacom** celebrated its 21st annual worldwide day of service with more than 4,000 employees supporting projects in education, environment, public health, arts and social services. Known as Viacomunity Day, the program is run in partnership with non-profit orgs and civic leaders. Employees will contribute over 20,000 hours of service.

People: *Andy LeCuyer* has been named svp, programming for **DISH** where he will oversee the acquisition and renewal of programing content for **DISH** and **Sling TV**. He joined **DISH** in 2011 as director of programming and later served as vp of programming. -- **Comcast** named *Sena Fitzmaurice* as svp of government communications. In this role, she will work closely with the government and regulatory affairs team in DC and continue reporting to *DArcy Rudnay*, evp and COO.

Call for Nominations: The **Cable and Telecommunications Human Resources Assn** (CTHRA) is accepting nominations through June 15 for its 2017 Excellence in Human Resources Awards. Award recipients are recognized during the group's annual Symposium and in an issue of **Cablefax**. Visit cthra.com/awards. -- Don't forget. May 19 is the deadline for submissions for **Cablefax's** annual Most Influential Minorities in Cable list. Nominate the best and brightest today at Cablefax.com.



Cablefax
THE FAXIES



The FAXIES Awards Finalists

Marketer of the Year, VP Level and Above

- **Joni Fernandez**, Univision
- **Jennifer Giddens**, Sprout/NBCUniversal
- **Jennifer Sarlin**, TLC
- **Alexandra Shapiro**, USA/Syfy

PR Executive of the Year, VP Level and Above

- **Liza Burnett-Fefferman**, VH1 + LOGO/VIACOM
- **Tom Caraccioli**, Outdoor Sportsman Group
- **Chris Delhomme**, VH1 + LOGO/VIACOM
- **Alex Slater**, Clyde Group
- **Pam Slay**, Crown Media Family Networks

Acquisition and Upgrade Marketing

- **Boingo Wireless** – Boingo Broadband International Launch
- **DigitasLBI** – XFINITY X1 Voice Remote Engagement DM
- **GALLEGOS United** – Beautifully Bilingual
- **GALLEGOS United** – Interruptions

Advertising Campaign for a Network

- **TLC** – “I AM” Campaign
- **truTV** – “Funny because it’s tru” Campaign
- **USA** – “We The Bold” Campaign

Advertising Campaign for a Single Program

- **BET Networks** – The New Edition Story, An Epic 3-night Miniseries Event
- **Pop** – Baywatch Teases
- **TLC** – Too Close to Home S1B
- **Viewpoint Creative** – A+E 60 Days In Season 2 Promo Campaign

Affiliate and Partnership Marketing

- **A+E Network** – Roots and 23andMe Partnership
- **Big Ten Network** – BTN Tailgate
- **Discovery Communications** – Discovery Channel 2016 Shark Week
- **Comcast VIP Screening of Savannah Sunrise at Rossmore**
- **Turner Entertainment Networks** – AT&T and CONAN Comic Con 2016

Brand Image and Positioning Campaign

- **Boingo Wireless** – Boingo All In: I Love LA
- **Burrell Communications** – XFINITY: Unplug and Connect
- **GCI** – Alaska Born and Raised campaign
- **Mediacom** – “Spirit of Mediacom” TV
- **The Weather Channel**

Community Relations

- **Altice USA** – Altice Connects
- **Cox Business** – Get Started Tucson
- **Telemundo** – El Poder En Ti
- **Nickelodeon** – Nick Jr. Beyond the Backpack

Corporate Social Responsibility / Green Campaign

- **Nickelodeon** – Nick Jr. Beyond the Backpack
- **Sprout** – Kindness Counts
- **TLC** – Give a Little
- **WE tv** – 2016 Black History Month PSA Campaign

Integrated Marketing Campaign

- **A+E Networks** – USAA and HISTORY Pearl Harbor Anniversary
- **Burrell Communications** – XFINITY X1 Voice Remote: Speak Your Mind
- **Investigation Discovery** – The Vanishing Women
- **National Geographic** – MARS
- **NBCUniversal** – 2016 Rio Olympic Games Resource Site
- **NBCUniversal** – TV Everywhere “TV Always. All Ways.”
- **Telemundo** – El Poder En Ti’s #YoDecido PSA Campaign
- **Turner Entertainment Networks** – iHeartRadio Music Awards presented by Capital One

Marketing Campaign

- **BET Networks** – BET Awards 2016
- **Crown Media** – Countdown to Christmas 2016
- **Sprout** – Sprout Talks Tech
- **SundanceTV** – “Project Five by Five” Presented by Visit Seattle
- **TLC** – Too Close to Home S1B
- **truTV** – Impractical Jokers Ultimate Block Party at Comic Con

Marketing of a Continuing Series

- **Big Ten Network** – BTN Tailgate
- **Discovery Communications** – Investigation Discovery’s A Crime to Remember: Activations You Won’t Forget
- **HBO** – Game of Thrones Campaign
- **Syfy** – The Expanse: Enter The Future
- **Syfy** – The Expanse: Expanse Recat
- **The Weather Channel**
- **USA Network, Universal Cable Productions & Here Be Dragons** – Mr. Robot Virtual Reality Experience

Marketing of a New Series or Show

- **BET Networks** – The New Edition Story, An Epic 3-night Miniseries Event
- **EPIX** – Berlin Station
- **HBO Multicultural Marketing** – Insecure
- **History and A+E Studios** – Roots
- **National Geographic** – MARS
- **Ovation TV** – Versailles Series Launch
- **Pop** – Nightcap Campaign
- **Sprout** – Flogals
- **USA Network & Ludomade** – COLONYTV.COM

Marketing of a Special or Documentary/ Documentary Series

- **CNN** – Finding Jesus
- **EPIX** – America Divided
- **Investigation Discovery** – The Vanishing Women

Marketing Team of the Year

- **Boingo Wireless**
- **Crown Media Family Networks**
- **EPIX**
- **Pop**
- **TLC**

Media Event

- **Bravo** – Below Deck Mediterranean Launch Party
- **Crown Media** – South Street Seaport Tree Lighting Event
- **ESPN** – 2016 ESPN Upfront Event
- **Pop TV** – Nightcap Premiere Event: Crosby Hotel
- **Turner** – FilmStruck Launch

Congratulations to all the finalists! We are looking forward to a fun filled June 9 breakfast, including team photos, and networking with friends and colleagues. Tables will be positioned on a first come basis.

Reserve your table today at www.cablefax.com/events

June 9, 2017 • 8:30 – 10:30 am

Edison Ballroom, NYC

Media Relations Campaign

- **Cox Business** – Get Started Tucson
- **ESPN** – Jessica Mendoza Joins Sunday Night Baseball
- **Hallmark Channel** – Countdown to Christmas
- **Hallmark Channel** – Kitten Bowl
- **National Geographic** – Before the Flood
- **National Geographic** – MARS
- **Oxygen Media** – Strut Press Kit

Multicultural Marketing

- **BET Networks** – The Quad HBCU Campaign
- **Burrell** – The Next G.O.A.T. – Greatest of All Time
- **ESPN** – Cultural Positioning Presentation Kit
- **Gravity Media** – XFINITY ILD Campaign
- **HBO** – Mapplethorpe: Look At The Pictures
- **International Media Distribution** – 2016 Mediaset Italia/Verizon Special Offer Marketing

Nonprofit Partnerships

- **Discovery Communications** – Animal Planet's Puppy Bowl Cares Social Meme Generator
- **GCI** – Monthly Nonprofit Program
- **National Geographic** – Gender Revolution
- **Oxygen Media** – The Prancing Elites Project Season 2 | Prancing Your Profile To Promote Equality
- **Ovation TV & The Ovation Foundation** – Creative Economy innOVATION Grant Awards
- **Telemundo** – El Poder En Ti's Historias de Heroes
- **TLC** – Give a Little Campaign
- **The Weather Channel**

PR Stunt

- **Bravo** – Vanderpump Rules Pub Crawl
- **National Geographic** – MARS
- **UP TV** – McGhee Family Viral Photo Re-creation

PR Team of the Year

- **Hallmark Channel** – Countdown to Christmas: Network Program Publicity Team
- **National Geographic**
- **USA and Syfy**
- **Showtime Network**
- **VH1 + LOGO**

Press Kit

- **Bravo Media** – “Imposters” Season 1 Press Kit
- **Golf Channel** – “Summer of Golf”
- **National Geographic** – Killing Reagan
- **National Geographic** – MARS
- **Syfy** – The Magicians, Season 2

Programming Stunt

- **Investigation Discovery** – Premiere New Year
- **MPRM** – Friendsgiving
- **Sprout** – Black History Month
- **The Weather Channel**
- **UP TV** – GilMORE The Merrier Binge-a-thon

Public Affairs Campaign

- **A+E Networks** – Critics' Choice Awards #See Her Award
- **Altice USA** – Meet the Leaders

Shoestring Marketing

- **BET Networks** – TRAP Karaoke Powered by BET Awards 2016
- **Big Ten Network** – Minifigures
- **Boingo Wireless** – International Launch
- **Pop** – Nightcap Campaign
- **UP TV** – GilMORE The Merrier Binge-a-thon

Social Media During a Program

- **BET Networks** – The New Edition Story
- **National Geographic** – Gender Revolution
- **Pop** – Orwell Games
- **UP TV** – GilMORE The Merrier Binge-a-thon

Social Media Marketing

- **BET Networks** – The New Edition Story
- **Bravo** – Odd Mom Out – Robo Acclaim Trailer Customizer
- **Hallmark Channel** – Countdown to Christmas 2016
- **Hallmark Channel** – Kitten Bowl IV
- **Layer3 TV Acquires Majority of Customers Through Social Media Marketing!**
- **Nickelodeon** – Legends of the Hidden Temple Instadventure
- **truTV** – #truTVisAThing Brand Awareness campaign

Sweepstakes and Games Marketing

- **INSP** – State Plate VIP Sweepstakes
- **RCN** – 2016 Customer Appreciation Sweepstakes
- **USA Network & Ludomade** – COLONYTV.COM
- **USA Network** – Mr. Robot Digital Easter Eggs

Tchotchke

- **BET Networks** – The Quad Lounge Premiums
- **Bravo Media** – Imposters Season 1 Mailer
- **DigitasLBi** – Comcast Business Quick Service Restaurant Dimensional Mailer
- **HBO** – Vice Principals Paddle
- **Showtime Networks** – Twin Peaks Log Pillow

Trade Show Marketing/PR

- **HBO** – Hall of Faces
- **INSP** – INSP Brings Taylor Hicks to The Independent Show

Virtual Reality/Augmented Reality Marketing

- **American Heroes Channel** – Blood & Fury: America's Civil War
- **Crown Media** – Six Flag's Santa Wild Sleigh Ride
- **Syfy** – Incorporated: Incorporated VR
- **The Weather Channel** – “Window to Weather” Campaign
- **Turner Entertainment Networks** – AT&T and CONAN Comic Con 2016
- **USA Network, Universal Cable Productions & Here Be Dragons** – Mr. Robot Virtual Reality Experience

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