

Cablefax Daily™

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What the Industry Reads First

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Jaunt Jumps: Tech Expansion Into XR Distribution

Jaunt continues to make a name for itself in its expansion of XR tech. The company first blasted onto the scene in 2013 as a creator of 360-degree videos and cinematic VR experiences. Now, it has unveiled new research and development issues to support its growing Jaunt XR platform, a business-to-business solution that enables media partners to distribute augmented, virtual and mixed reality content through their own applications and channels. "There's a concept called volumetric capture, the idea of capturing not just a flat representation of a human being but a full 3D view," Jaunt CEO *George Kliavkoff* told **CFX**. "Historically that's been incredibly expensive and very rare in studios. Our engineers created software that costs less than \$10K, is very portable and can be set up in about 2 or 3 hours. We're able to use machine learning to teach computers to watch what's coming in from a handful of sensors and stream live a full volumetric capture of that human being." The tech films a subject from a 360-degree perspective, then outputs an avatar that matches the subject's appearance, movements and vocals in the form of a shareable, to-scale augmented reality asset. The new AR software is helping Jaunt make the transition from a consumer-focused model to a business-to-business solution. Cable networks have been experimenting in the space. **The Weather Channel** was early to jump on the immersive mixed reality tech train, teaming up with **The Future Group** to create hyper-realistic tornadoes around meteorologist *Jim Cantore*. Using the Unreal Engine, Weather's vp of design *Michael Potts* is planning to bring the technology into living rooms by allowing the viewer's devices to act as extensions of the linear presentations. In March, **CNN** teamed with interactive studio **Magnopus** to launch CNNVR for **Oculus Rift**. Jaunt's Kliavkoff believes that XR content will rapidly become the next major means of distributing content. The Jaunt XR Platform allows augmented reality assets, virtual reality content, and 2D assets to be delivered across devices and live side-by-side with existing media libraries. Previously, all VR, AR and mixed reality formats had different tech chains. Now they can all be viewed through a single player. "This reminds me a lot of the early days of web video as well as mobile video, and for me it's really interesting to see the way that the shift in media is a recurring pattern," Kliavkoff said. "I've seen this movie before, it's coming and you feel on the brink, and this is the year where I feel like all the media companies, cable operators and satellite providers will bleed into this content." Jaunt has already announced deals with major corpora-

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“

Rich Fickle

President | NCTC

Great forum to help improve the collaboration in the industry, understanding differences, making it better. It provided me with several great ideas and created new relationships that will be highly valued. The venue and vibe were terrific...

Jim Gleason

CEO | Vast Broadband

The Cablefax Retreat was a great way to hear a wide variety of opinions on industry issues and challenges. I was really impressed with the people who attended as well as the topics of discussion. I definitely had good takeaways from the meeting.

Dave Shull

CEO | The Weather Channels

The Cablefax event was unique — a beautiful, low-key event where I was able to have honest, interesting conversations with peers in the industry. This is a type of event that has been sorely missing in the cable world.

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tions such as **Disney**, **Fox** and **Sky**. In 2016, Disney led a \$65mln round of funding into the company. **Sky**, **Diageo** and **NTT Data** are among customers already using the XR Platform to deliver content to their viewers. “We’re the only VR company that actually distributes content globally,” Kliavkoff explained. “We’re positioned to work with every media company.” So what does XR content offer media? “All our partners are having issues with keeping viewers at the numbers they’re traditionally used to, and they’re struggling to engage the users,” Kliavkoff said. “That’s the interesting thing about immersive content, you’re kind of all engaged. And all reports indicate when someone’s watching that content, you get higher viewer time, brand retention, increased social sharing.”

Antitrust & Sports: DOJ’s Antitrust Division “remains an active observer that is ready to investigate and enforce the antitrust laws” where conducts or a transaction has resulted in (or is likely to result in) harm to competition, Assistant AG **Markan Delrahim** said Friday in remarks to Notre Dame Law School on competition in sports. He ticked off some recent sports-related enforcement actions, including requiring **Disney** to divest 22 RSNs as a condition of its \$71.3bln **Twenty-First Century Fox** deal. He also pointed to the 2017 settlement that came after the Antitrust Division filed a complaint to stop **DirectTV** and parent **AT&T** from sharing sensitive info with three pay TV competitors related to the **L.A. Dodgers** network. “Today, organized sports are more than leisurely pastimes. The sports industry is a profitable one whose goals and unique attributes are complemented by sound antitrust policy,” he said. “With limited exception, leagues, governing bodies, or teams can and should have their conduct tested against the crucible of the antitrust laws.” Delrahim pointed to the upcoming 2020 return of the **XFL**. He conceded that it may be unlikely to threaten the **NFL**’s dominant position, but added it could still represent a consumer benefit of competition given that the original **XFL**’s production values (such as Skycam and on-field mics) are now used more regularly by the **NFL**.

California Neutrality Bill: With the **CA State Assembly** passing its version of a tough net neutrality bill Thursday, the next step will be for the legislation to return to the Senate before being sent to Gov **Jerry Brown** to sign or veto. The **CA Cable & Telecom Association** along with **CTIA** said they remain strongly opposed to the bill, characterizing it as having “extreme provisions rejected by the Obama FCC in 2015” that could threaten broadband investment. The groups (like **NCTA**) called for permanent federal bipartisan legislation to ensure consistent net neutrality rules for all companies. Bill supporters, such as *Public Knowledge*, used the passage to urge the US House and *President Trump* to restore the 2015 Open Internet rules.

Ready for Answers: Sen **Ed Markey** (D-MA) and Rep **Anna Eshoo** (D-CA) sent a letter to the **FCC** asking for an explanation on the reports that **Verizon** throttled the Santa Clara County Fire Department during the Mendocino Complex fire.



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They pointed out that the FCC continues to maintain a Public Safety and Homeland Security Bureau to ensure that communications systems remain functioning during disasters. "Our letter does not contravene the **FTC's** responsibility to investigate whether Verizon's actions constitute an 'unfair or deceptive practice,'" the pair wrote. "We believe that both agencies must use all of the tools available under their respective jurisdictions to investigate this public safety matter. To do nothing is unacceptable."

Ahead of Schedule: Charter said it has made good on its February commitment to ensure that all of its employees are paid at least \$15/hour within the next year. "Approximately 14,000 hourly employees have had their wages increased so that all 97,000 Charter employees earn at least \$15 per hour including target commissions," the company said in a blog post heading into Labor Day weekend.

Programming: Remember how Charter brought in Katherine Pope as svp, head of original content? Content is still on its mind, with *Variety* reporting that the MSO has acquired dark comedy "E is for Edie." The company declined to comment. In June, Charter ordered former **NBC** pilot "L.A.'s Finest." -- **History** is revisiting the events of Sept 11, 2001 with the two-hour documentary "9/11: Escape From the Towers." Premiering on Sept 11 at 9pm, the program weaves together the stories of survivors from two floors of the World Trade Center.

Cablefax Dashboard

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Brian Dietz
@BrianDietz

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I wish the tech media would spend as much time debunking the net neutrality hysteria they do the Google search engine hysteria. That would be cool.

5:05 PM - 28 Aug 2018



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Congrats to our first random acts of kindness recipient! We hope you enjoyed @KeithUrban at @LiveNationVB last night 🍷 Thanks for connecting with us! #40actsofkindness #Cox40inHRD #HRVA #CoxConnects



Up Ahead

September 12-14: [Mobile World Congress Americas](#); LA

September 25-28: [CableLabs Innovation Boot Camp](#); Louisville, Colorado

October 15-16: [WICT Leadership Conference](#); New York

October 16-17: [NAMIC Annual Conference](#); New York

October 17: [Kaitz Dinner](#); New York

November 15: [Cablefax Most Powerful Women Luncheon](#); New York

Research

➤ The national advertising market was up 10% YOY in July, excluding the World Cup.

➤ National TV saw a 16% reduction in the amount of unpaid ad spots compared to last year. There was also a 3% rise in revenue coinciding with a 2% increase in 30-second spots.

➤ Looking across platforms, digital was the strongest performer, growing 17%. National TV grew by 3% (excluding the World Cup) followed by OOH (1%), a flat Radio and Print falling by 18%.

(Source: *Standard Media Index*)

Quotable

"I'm surprised there's going to be a pay-per-view between Phil and Tiger when they're clearly sort of not at their peak of power. But God bless them, if they can go out and spark that interest. Obviously in golf you're not out there playing against directly the other person... To me they'd have to make it somewhat different in tennis I would think because that's what we do all the time, is we play against each other." - **John McEnroe**, *ESPN US Open analyst*, on if tennis could replicate the \$9mln showdown between Phil Mickelson and Tiger Woods, which WarnerMedia has PPV rights to.

Congratulate and Reach the Most Influential Minorities in TV, Cable and Broadband

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