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WHAT THE INDUSTRY READS FIRST

Human Revolution: AI Disruption Top of Mind at C2HR Con

It's safe to say that advancements in artificial intelligence are disrupting virtually every industry on the planet, and judging from multiple sessions devoted to the topic at this year's **C2HR Con**, human resources is no different. In between a peppy morning keynote delivered by creative strategist *Natalie Nixon*, a luncheon that included the HR Game Changers award ceremony and a scramble to the pretzel and churro cart for an afternoon sweet were two sessions that tackled how AI is affecting and will change the HR field. While the professionals present at the conference work in the media, entertainment and tech industries, the talking points felt relevant across the HR spectrum.

A session called "Beyond the Buzz: Using AI to Empower HR" addressed a couple of elephants in the room at the start. Moderator *Danielle Evans*, Sr. Director, People Partner, **A&E Global Media**, asked a group of panelists their thoughts on employees' fears that AI is replacing jobs.

"AI is an amazing tool, but it's a tool," answered *Jeff Fong*, A&E Global Media VP, Technology. "The hype of it replacing everybody, replacing jobs, I don't think the technology is there yet." He added that while he thinks "there will always be a human element" when it comes to the use of AI, "people need to learn how to use this technology effectively to really optimize what they're doing."

Karaline Venezia, CRO of AI-powered support automation

platform **Capacity**, said that when her company sits down with teams to help them automate repetitive tasks and workflows "we're really positioning it as collaborative intelligence. It needs a human loop component to make it effective. One, from a training standpoint, so it gets smarter over time. And two, because there are always going to be situations where it does need to escalate to a human."

One use case for HR that was mentioned multiple times across both panels was agentic AI taking over, in *Venezia's* words, "the repetitive, boring work that's happening on a day-to-day basis," such as answering repetitive questions from employees, so that HR pros can instead focus on the "strategic work that truly requires expertise and insight."

It's why, *Fong* said, companies are starting to look into using employee chatbots. "I'm sure a lot of people in the room know and experience it, probably 89% of the time: it's the same exact questions, grouping of questions, and you end up saying the same exact answer, pointing them to the same exact document. Well, we are looking at leveraging agentic AI [to] enable employees to ask the questions through a chatbot to surface out the information."

In the morning session "HR Reimagined: Unlocking HR's Potential in the Age of AI & Market Disruption," **Deloitte** Sr. Manager *Puneet Tandon* gave a presentation showing how the technology will continue to transform HR in the future. A central message of *Tandon's* talk was that HR must go on offense and meet AI disruption head-on. While he acknowledged

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that “disruption can be unsettling at times,” he doesn’t think it should be “all doom and gloom.” Instead, he sees the tech as an “opportunity for HR to seize and become that central player in the organization for autonomous AI.”

Tandon also touched on how AI could change the distribution of HR work and help teams reinvest capacity into other areas. With the help of AI solutions, the HR pros of the future could spend way less time with “process execution and service delivery,” so that they can focus more time on providing “workforce insights and solutions.” The presentation also discussed how as AI capabilities mature in the future, more HR tasks, such as creating reports and learning content, will be delegated to the technology.

Perhaps that might not help stave off fears that AI is coming for jobs in the short term, but Venezia said that encouraging teams to experiment with AI and “seek opportunities to implement it in their workflows” to show how the tech can be “additive to the organization, as opposed to a threat that’s going to come and take a job away” could help more hesitant employees understand the benefits of an AI-optimized future.

FREEDOM OF THE PRESS FILES COMPLAINT AGAINST CARR

There were more than a handful of objections to the FCC’s approval of **Paramount Global** and **Skydance**’s deal, and for the **Freedom of the Press Foundation**, it was the straw that broke the camel’s back. FPF submitted a complaint against FCC Chairman *Brendan Carr* to the Office of Disciplinary Counsel at the D.C. Court of Appeals, accusing him of using the Commission as a tool to use against critics of President *Trump*. The nonprofit requested that the Counsel investigate Carr, with a potential result being as severe as disbarment. According to the complaint, which was [obtained](#) and reported on by *Oliver Darcy* via *Status*, FPF pointed out the various investigations into media companies that the FCC has launched under Carr, with the most recent case centering on Paramount’s decision to agree to a \$16 million settlement with Trump over the “60 Minutes” interview with *Kamala Harris*. *Seth Stern*, FPF’s Director of Advocacy, said to *Status* that the settlement “could not have worked without a credible threat that the administration would not approve Paramount’s merger with Skydance unless it paid up.” “Carr’s actions brazenly violate legal and ethical standards that govern the practice of law and public officials, undermining the First Amendment, the FCC’s credibility and the laws he is trusted to administer,” the complaint read. “His abuse of his office to force an unwarranted settlement of a private lawsuit, is shameful and warrants disbarment.

But his repeated interference with constitutional rights, misrepresentations of FCC authority, blatant partisanship and selective enforcement and failure to comply with federal ethics rules demonstrate a lack of competence, integrity and professionalism.”

WA, NM CLOSE ‘BENEFIT OF THE BARGAIN’ ROUND

Washington and New Mexico are the first two states to shed light on how active BEAD’s “Benefit of the Bargain” round has been. The Washington State Broadband Office disclosed that 555 applications from 29 different entities were submitted, spanning projects that include fiber, cable, LEO satellite, licensed and unlicensed fixed wireless. Fifteen eligible applicants asked that their earlier BEAD submissions be transferred and evaluated in the Benefit of the Bargain round, resulting in 113 additional applications. WSB0 said it’ll now directly negotiate for project areas that don’t have a priority application. In New Mexico, the state received 42 new applications seeking federal broadband grants. That batch includes eight ISPs, five cooperatives, three Tribal entities and two LEO providers. That brings the total to 20 entities that have applied for 87 total projects. The deadline for final proposals is Sept. 4.

FUBO’S PRELIMINARY 2Q RESULTS

Fubo’s stock got a healthy jolt Tuesday morning after the vMVPD reported its preliminary earnings results for 2Q25, but it won’t be providing further guidance as it looks to close on its pending merger with **Hulu + Live TV**. Fubo revealed that North American total revenue for the quarter is expected to exceed \$365 million, as opposed to the prior guidance of \$345 million. For reference, 2Q24’s revenue was \$382.7 million. Paid subscribers are anticipated to eclipse 1.35 million, which would be down sequentially from 1.47 million and a drop YOY from 1.45 million, and second-quarter net loss is expected to be approximately \$8 million—which would be an \$18 million improvement YOY. Additionally, the company predicts it’ll have its first quarter of positive adjusted EBITDA with it set to rise by at least \$30 million YOY to \$20 million. Regarding Rest of World, Fubo expects total revenue and paid subscribers to be north of \$8.5 million and 340,000, respectively. The vMVPD noted that it’s now halting any guidance on future results while the proposed combo with **Disney** and Hulu + Live TV continues to be ironed out. “Fubo recognizes the need to retain flexibility during this period leading up to the anticipated business

combination. As a result, Fubo is withdrawing its previously communicated 2025 profitability target, and pausing providing subscriber and revenue guidance,” the company said. Fubo’s 2Q25 earnings call will take place Aug. 8.

C2HR CON NOTEBOOK

Natalie Nixon, a creative strategist and CEO of strategy firm **Figure 8 Thinking**, gave an energetic keynote at **C2HR Con**. The central message: Creativity is a must-have to innovate in HR work. Key to that, Nixon said, is being open to asking “what if” questions as well as adopting methods within your team to generate them. One of those methods is what Nixon calls “questionstorming.” No, that’s not the same as brainstorming where someone with a marker stands next to a whiteboard while the rest of the team shouts out their ideas. Nixon said the problem with brainstorming is that it “doesn’t actually democratize and surface all the ideas in the room” since the “bossy pants” extroverts tend to dominate the discussion while more introverted members of a team don’t get the opportunity to share. “The other thing that’s happening is that you’re assuming that the best ideas are going to come from answers, solutions.” Instead, Nixon said, kick off your meeting with questionstorming, where employees come together to dream up new and better questions around a topic the group is exploring. “I know teachers always say there’s no stupid question, there really isn’t,” Nixon said. “Asking a different question gets you to the edge and precipice of discovery.” She recommended giving employees time to come up with five questions around the topic, then breaking them up into smaller groups to share their questions with their teammates before bringing the entire group back together to discuss as a whole. “A couple things happen: Number one, you begin to see patterns. Number two, you get really impressed by your colleagues and the types of questions they ask, the goofiness of the questions, the extraordinariness of the questions...You begin to see a merge of questions, and it really democratizes the process.” Nixon closed by encouraging HR leaders to foster a culture of curiosity in the workplace.

ACA CONNECTS ASKS ROTH TO STAY STRONG ON RATE REGULATION

While it’s been less than a week since *Arielle Roth* was confirmed as **NTIA** Administrator, **ACA Connects** isn’t wasting time making its priorities clear. ACAC President/CEO *Grant Spellmeyer* penned a letter to Roth on Tuesday, encouraging her to continue strengthening guidelines that prohibit rate regulation under the \$42.5 billion BEAD program. NTIA’s latest BEAD revision includes a measure forbidding states from passing laws that require ISPs to offer low-cost internet plans. “By holding the line against rate regulation, NTIA will encourage broader participation and more competitive bids. This is good news for unserved and underserved communities—and for

all American taxpayers,” Spellmeyer wrote. Specifically, ACAC wants Roth “to expressly condition access to BEAD funds on an Eligible Entity agreeing not to apply or enforce rate regulation in the context of BEAD deployment projects and to make clear that no waivers of this policy are forthcoming.” It added that the recommendation would have a quick impact on New York, which has already passed its Affordable Broadband Act in January. Massachusetts, Maryland and Vermont were among a few states [considering taking up similar legislation](#).

NEWSMAX NOT A FAN OF PENDING OMNICOM-IPG MERGER

Newsmax is staying busy with its advocacy efforts in Washington. The network wrote to the **FTC** on Monday to oppose the \$13.25 billion merger of global advertising companies **Omnicom** and **Interpublic Group** (IPG). In the filing, Newsmax said the deal would combine two of the “Big Six” global advertising holding companies and threaten competition with consolidation. Newsmax also targeted Omnicom and IPG’s use of third-party media ratings agencies like **NewsGuard** and the **Global Disinformation Index**, in addition to claiming both companies have DEI policies that violate President *Trump*’s Executive Order prohibiting federal support for race- and gender-based DEI programs. Newsmax listed a number of conditions it thinks the FTC should attach to the transaction. “The Commission should impose conditions that ensure the new Omnicom entity can no longer use biased rating organizations, fact checkers and other third-parties to engage in censorship of disfavored news outlets,” the network said, adding that Omnicom should have to conduct an internal assessment of the reliability of an outlet. Additionally, Newsmax wants a 10-year term for annual compliance reports rather than five years, and it suggests a minimum of \$250 million should be sought from the companies “to be distributed equitably among media outlets that were improperly denied access to advertising revenues as a result of these discriminatory practices.”

JULY RATINGS

Fox News’ momentum carried it to be the most-watched network in primetime during the month of July. Not only did its 2.41 million viewers help top cable competitors, but Fox News beat broadcast nets including **NBC** (2.1 million), **CBS** (2 million) and **ABC** (2 million). The closest among the cable group was **MSNBC** with 865,000. In total day, Fox News averaged 1.53 million viewers throughout July, beating MSNBC’s 530,000, **ESPN**’s 420,000, **CNN**’s 370,000 and **HGTV**’s 317,000. In the business network race, **Fox Business** won the month over **CNBC** in weekday total day, posting 124,000 over the latter’s 88,000. Market hours (9am-4pm) saw Fox Business obtain 192,000 viewers, compared to CNBC with 134,000. CNBC did, however, take the primetime prize with 104,000 viewers, beating Fox Business’ mark of 64,000.