



Inside This Issue:

This Week's Stories

T-Mobile To Offer
Subscribers Stock And
Other Freebies In Next
'Un-carrier' Move

Samsung Topples Apple
As Galaxy S7 Defeats
iPhone

Products & Services

EHang Reveals Plans To
Deploy Its Passenger
Drones For Emergency
Organ Deliveries

Sleek Smart Clasp Gives
Your Analog Watch A
Brain

Emerging Technology

AT&T Promises No More
Passwords, PIN Codes,
And Security Questions

YouTube Said To Plan
'Unplugged' Online TV
Service For 2017

Mergers & Acquisitions

Microsoft Acquires Internet
Of Things Platform Solair,
Will Integrate The
Technology Into Azure
IoT Suite

Vimeo Acquires VHX As It
Looks To Build Out
Business Models For Indie
Creators

Industry Reports

Apple To Revamp
Streaming Music Service
After Mixed Reviews,
Departures

Hulu Confirms Plan To
Stream Live TV Next Year

This Week's Stories

T-Mobile To Offer Subscribers Stock And Other Freebies In Next 'Un-carrier' Move

May 5, 2016

T-Mobile USA is preparing its eleventh "Un-carrier" event for early next month, a person with knowledge of the company's plans told VentureBeat. It will kick off a customer appreciation campaign that introduces an app called T-Mobile Tuesdays, which will earn subscribers weekly freebies, chances at prize giveaways, and even equity in the company itself, the person said.

Set to be promoted with the hashtag #GetThanked, the next Un-carrier move is primarily based on a trio of marketing partnerships, which will entitle customers to a Domino's pizza, a Wendy's Frosty, and a Vudu movie download every week. On top of those perks, prizes such as movie tickets, trips to events, and gift cards will allegedly be raffled off to select participants as well.

But the most interesting — if somewhat gimmicky — purported aspect of this promotion involves a limited-time giveaway of a quarter-share of T-Mobile company stock (currently trading around \$40) per line to eligible subscribers who claim it within two weeks of the Un-carrier 11 event.

The Un-carrier marketing campaign is a successful series of promotions that debuted in March 2013, leveraging the cult of personality that CEO John Legere has fostered since taking the helm in September 2012. Un-carrier 1.0, as it's now known, saw T-Mobile become the first national carrier to drop contracts and phone subsidies in favor of cheaper service and full retail (but installment-based) handset pricing. It helped stem the postpaid subscriber churn and set the company on a course toward increasing revenue, which peaked in the first quarter of 2016 at \$8.6 billion.

It's a pricing model that was also eventually adopted, at least in part, by T-Mobile's three major rivals.

The most recent Un-carrier campaign, known as Binge On, became the subject of controversy when it introduced the ability to stream unlimited video from certain services without eating into monthly data allotments. Because only select content partners opted into the initiative, critics saw it as an application of the anti-net neutrality practice known as zero rating. Also controversial was the fact that T-Mobile began shaping its network traffic to handle the additional load in a manner some labeled throttling.

The Un-carrier 11 event is tentatively expected to take place on June 6, said the person privy to its planning, with the promotion beginning the next day.

venturebeat.com

Samsung Topples Apple As Galaxy S7 Defeats iPhone

May 4, 2016

In the all-important US market, Samsung has reclaimed the top spot that it lost to Apple eleven months ago. The continued assault on the iPhone by the new Galaxy S7 family has notched up another small victory.

“The initial sales popped to such an extent that it boosted Samsung’s first quarter earnings out of a long slow decline and will allow the handset to be seen as one that people are buying.”

The numbers come from Counterpoint Research, and suggest that March saw Samsung on 28.8 percent of the US Market, while Apple slipped down to 23 percent. LG came in third with 17.1 percent, ZTE in fourth on 6.6 percent, and Alcatel on 4.5 percent.

Apple of course continues to extract far more profit from the smartphone market, and as company delivers more profits. On a snapshot of the financial numbers you’d still want to be an Apple rather than a Samsung.

But the momentum in the smartphone market has been swinging away from Cupertino over the last few months towards Seoul. The switch at the top of this table is another win that Samsung can use to market both the Galaxy S7 and S7 Edge to the public.

The two flagship handsets have already picked up critical acclaim. The initial sales popped to such an extent that it boosted Samsung’s first quarter earnings out of a long slow decline and will allow the handset to be seen as one that people are buying. The data point of ‘outselling Apple’ is sure to please the South Korean company’s marketing team.

Samsung already had the momentum for the second calendar quarter. It is continuing to gather strength, and the upcoming Galaxy Note 6 announcement and retail appearance will offer another strong device to go on sale in the autumn. Right now it looks like the competition will be the presumptively named iPhone 7 – a limited update to the iPhone 6S family that will be more noticeable for what it removes than what it adds.

That’s going to give Samsung a clear run through the next few months with the under-performing iPhone 6S family leading the pack and the iPhone SE offering a solid upgrade but nothing that feels inherently new. When the iPhone 7 does arrive it’s unlikely to offer a substantially different challenge.

Samsung now has a clear run on the market with both the Galaxy S7 family of devices. The S7 marketing will also have a halo effect on the other handsets in the South Korean portfolio and boost their sales potential. The next few months offers Samsung a path re-establish itself as the top smartphone manufacturer in the world.

forbes.com

Products & Services

EHang Reveals Plans To Deploy Its Passenger Drones For Emergency Organ Deliveries

May 4, 2016

There were plenty of questions surrounding the actual real world functionality of EHang’s impressive human-sized drone when it made its debut on the CES floor back in January.

Was the Chinese manufacturer actually planning to bring the thing to market, or was the giant quadcopter more of a (admittedly quite effective) promotional tool to help attract attention to the rest of its more reasonably sized UAVs?

This morning the company announced an agreement set to deploy a fleet of the vehicles for an admirable cause. Maryland-based Lung Biotechnology PBC plans to help customize the 184, in order to provide organ deliveries to transplant patients, as part of a program the companies are referring to as the Manufactured Organ Transport Helicopter (MOTH) system.

It's a lofty 15 year plan that's still in its early stages, but according to a statement from the biotech firm's CEO, Martine Rothblatt, the partnership could one day contribute to the delivery of hundreds of organs a day.

The 184 is capable of passenger flights of more than 10 miles, with speeds of up to 65 MPH, which could make the vehicle well-suited for emergency transplants across relatively short distances.

techcrunch.com

Sleek Smart Clasp Gives Your Analog Watch A Brain

May 3, 2016

We're all curious about smartwatches, but we don't want to let go of our beloved analog timepieces.

A project that just debuted on Indiegogo is promising to add some brains to existing watches, and could be one of the sleeker options we've seen so far for people who don't want to abandon their watches entirely for a smart one.

A Canadian startup called Wearatec plans to produce a smart clasp it calls the Link that will display notifications on the underside of your wrist. The clasp is similar to the folding type you'd find on many metal watches, and replaces the existing one to offer a lot of the functions that a smartwatch carries.

It connects to watches via Bluetooth, and has an NFC chip in there that Wearatec says will allow contactless payment — although it's not entirely clear how that will be achieved securely. Mainstream mobile payment options such as Apple Pay or Samsung Pay encrypt card information in the phone before it's broadcasted.

Link's NFC chip may be able to mimic lower security items such as loyalty cards or door access passes, so you could theoretically touch your wrist to a door to unlock it. Cool.

I like the idea of being able to glance at notifications on the underside of the wrist, because I always appear impatient during conversations when I check my smartwatch — people always ask if I'm checking the time and rushing to be somewhere else.

The smart clasp is the latest in a string of attempts by out-of-the-box thinkers to allow people to have the best of both worlds. In August last year, luxury watch maker Nico Gerard debuted a quirky analog watch that allows you to attach an Apple Watch on the other side.

And similar to the Link, a similar product called the Hot Band debuted on Kickstarter in February. It offers text notifications and has a pop-out earpiece within that you can use to take calls.

But the plasticky product is far less sleek in appearance compared with the Link, and failed to raise funding.

If funded, Wearatec promises to start shipping the Link in December this year. The item is going to backers at \$289, down from a planned retail price of \$449 if it becomes a reality.

mashable.com

Emerging Technology

AT&T Promises No More Passwords, PIN Codes, And Security Questions

May 5, 2016

Today is designated as World Password Day by Intel Corporation. For many, it's a day to choose new passwords. AT&T is stealing some of the thunder by offering new hope to users: No more passwords.

Bill O'Hern, AT&T's SVP and Chief Security Officer, wrote "Forgotten passwords become history as authentication goes mobile" on the AT&T Networking Exchange Blog earlier this week.

"Today, everything requires passwords, passcodes, security questions, and user names" writes O'Hern, in his blog. "Imagine being able to skip this process entirely and sign in to your corporate network or a private database with only your fingerprint, or by clicking a button on your phone or smart watch."

AT&T Halo is an identity and access management (IAM) platform which the company developed as an easier and more secure way for people to login to all of their mobile devices and computing systems. Fingerprint biometrics — which means fingerprint detection and swiping access — eliminates the passwords and PIN codes which users have grudgingly accepted over the past two decades.

The key, literally, is AT&T's MobileKey technology — which promises to turn mobile phones into master keys used for access to digital content and physical buildings. With MobileKey, finger swiping replaces login IDs, passwords, and badges. MobileKey enables one swipe access to a user's mobile phone, tablet, laptop, PC, networks, databases, and files. Swipe into the mobile phone, and the corporate database sends a notification asking the user to confirm they are logged in.

In order for the no-more-password concept to become reality, IT security teams at corporations and government agencies need to adopt Halo, and roll it out. AT&T has built enterprise mobile management (EMM) capabilities into Halo — which provides push technologies for automatic security updates and more. An AT&T source said the new authentication technology will be implemented internally this summer. More word on commercial availability should follow.

A password-less future awaits — but users would be wise to cover their passwords today — and follow these 4 easy steps recommended by the organizers of World Password Day:

1. Create strong passwords.
2. Use a different password for each account.
3. Get a password manager.
4. Turn on multi-factor authentication.

Then dream of a day when you can give all those accounts the finger.

forbes.com

YouTube Said To Plan ‘Unplugged’ Online TV Service For 2017

May 4, 2016

“Unplugged would bring more premium content onto YouTube’s web service and mobile apps, grabbing more viewing time and generating more non-advertising revenue.”

YouTube is working on a paid subscription service called Unplugged that would offer customers a bundle of cable TV channels streamed over the Internet, people familiar with the plan said.

The project, for which YouTube has already overhauled its technical architecture, is one of the online video giant’s biggest priorities and is slated to debut as soon as 2017, one of the people said. YouTube executives have discussed these plans with most major media companies, including Comcast Corp.’s NBCUniversal, Viacom Inc., Twenty-First Century Fox Inc. and CBS Corp., but have yet to secure any rights, said the people, who asked not to be identified because the talks are private.

YouTube, a unit of Alphabet Inc.’s main Google Internet business, is pursuing subscriptions for premium video to complement the largest ad-supported video site in the world. YouTube introduced its first paid subscription service, Red, last fall. Unplugged would bring more premium content onto YouTube’s web service and mobile apps, grabbing more viewing time and generating more non-advertising revenue.

YouTube has been working on an online cable package since at least 2012, one of the people said, but these plans have taken on new urgency in the past few months. Christian Oestlien and Jonathan Zepp are among top YouTube executives working on Unplugged, the people added. Apple Inc. and Amazon.com Inc. are working on similar proposals, while Dish Network Corp. and Sony Corp. have already introduced online TV services.

YouTube’s interest in a live TV package has been reported in the past, but this the first time the name and details of the plan have emerged. YouTube declined to comment.

“We aim to provide more choice to YouTube fans -- more ways for them to engage with creators and each other, and more ways for them to get great content,” Sundar Pichai, Google’s chief executive officer, wrote in an letter to Alphabet shareholders last week. “We’ve started down this journey with specialized apps like YouTube Kids, as well as through our YouTube Red subscription service.”

Skinny Bundle

YouTube has discussed different ways of packaging TV channels, the people said. In one scenario, it would build a bundle of channels with the four U.S. broadcast networks and a smattering of popular cable channels, a concept known in the industry as a skinny bundle. This is similar to a proposal Apple has discussed with media companies for some time.

Like Apple, YouTube has struggled to secure all the channels it wants at a desirable price. YouTube wants to sell a package for less than \$35 a month, the people said, but large media companies expect new providers to pay more per channel than existing partners Comcast and AT&T Inc.

“CBS is essential to any skinny bundle,” CBS Chief Executive Officer Leslie Moonves said at the company’s investor day in March, adding that the company would net “more dollars per subscriber than the current larger bundle.”

Less-Watched

YouTube has also discussed offering a collection of less-watched TV channels and creating smaller groups of channels around themes. A YouTube Unplugged comedy bundle might include three or four TV channels such as Comedy Central, while a lifestyle bundle might include the Style Network.

YouTube would charge one subscription for the main bundle, and extra, smaller monthly fees for these theme-based groups, one of the people said.

Using this approach, YouTube could show it is capable of bringing new viewers too many of these second-tier channels, a major concern for large media companies that depend on TV for most of their profits. If YouTube can make it work, media companies may be more open to including more-successful channels later, one of the people familiar said.

With the number of subscribers in decline for cable channels such as Walt Disney Co.'s ESPN, Time Warner Inc.'s TNT and Viacom's MTV, media companies are hoping skinny bundles can bring back customers, especially young ones.

"There is a strong consumer demand for the skinny bundle of 15 channels to 30 channels," Moonves said. "Many viewers would rather pay for only those channels they actually watch."

While Apple, Amazon and Google have frustrated media companies over the years with on-and-off content negotiations, they are more popular among young consumers than any cable company. These technology giants also have a large reservoir of customers buying their devices, and each sells a set-top box to stream video from apps like Netflix Inc. and Hulu.

With tech companies placing more emphasis on TV, and media companies looking for new distribution, executives are more optimistic about concluding negotiations, the people said. While executives at Disney had previously been wary of skinny bundles, demanding caps on the number of subscribers any such service could have, Chief Executive Officer Bob Iger has since said it is important for its ESPN sports channel to be in these packages no matter the number of customers.

Still, media companies resist any plan that doesn't include their top channels. Dish took Fox's four non-news networks in a recent deal for its Sling TV product, which also includes channels from Scripps Networks Interactive and Turner Broadcasting System Inc.

Analysts question whether Dish can continue to sell Sling for \$20 a month without deals for the most-watched TV networks CBS and NBC. Dish secured the rights for the online TV service over many years, and still has yet to get everything it wants.

Consumers may feel the same way. As tech giants explore ways to bring traditional, live TV to the web, viewers are flocking to on-demand services like Netflix, Hulu and Amazon. Hulu, owned by Fox, Disney and Comcast, also plans to expand its offering and sell an online TV service with live channels.

"I don't know how much demand there will be for these packages," said Barton Crockett, an analyst at FBR Capital Markets. "The Internet is setting the ground work for the possibility of consumer adoption of skinny bundles at a level we haven't seen before, but for now the numbers are pretty small."

bloomberg.com

Mergers and Acquisitions

Microsoft Acquires Internet Of Things Platform Solair, Will Integrate The Technology Into Azure IoT Suite

May 3, 2016

Microsoft today announced that it has acquired Solair, a company that provides software companies can use to work with all of their Internet-connected devices. The software can run as a cloud service

or on companies' infrastructure. Solair also offers a hardware gateway that companies can use on their premises to interface between their devices and the cloud.

The technology will become part of Microsoft's expanding Azure IoT Suite, Microsoft Azure IoT partner director Sam George wrote in a blog post.

"Solair's IoT customization and deployment solutions, built on Microsoft's Azure cloud platform, are engineered to help businesses in any industry utilize IoT to run more efficiently and profitably," George wrote. "For example, Solair has brought the power of IoT to the Rancilio Group's full line of espresso machines, allowing the Italian manufacturer to remotely monitor machines, resulting in greater efficiency across the supply chain. Using the power of cloud-based data and analytics, Solair has helped the Rancilio Group reduce costs and increase revenue."

The acquisition comes as other big technology companies strive to build out their own cloud services for the Internet of Things (IoT) devices — there's Amazon Web Services' AWS IoT service, as well as offerings from Oracle and Salesforce. But IoT has not been an area where Microsoft has made many acquisitions.

"The Solair team and I look forward to being a part of Microsoft and a very strong Azure IoT team. It's an opportunity that will allow us to bring the power of IoT to new and unique customer scenarios," Solair CEO Tom Davis wrote in a blog post.

Solair started in 2011 and was based outside the Italian city of Bologna.

venturebeat.com

Vimeo Acquires VHX As It Looks To Build Out Business Models For Indie Creators

May 2, 2016

One of the biggest trends in media over the past year has been the move from free, ad-supported models to premium options like Netflix, Hulu, and commercial-free deals like YouTube Red. Smaller independent creators have also begun to tap into this demand, selling episodes, seasons, and subscriptions to their loyal fans through services like VHX. Today Vimeo, long a bastion of ad-free online video, announced it is acquiring VHX, bringing the small New York startup's monetization toolkit to a much bigger pool of 280 million creators and consumers.

"Online video is expanding from a few, mainstream subscription services into a flourishing world of interest-based streaming channels, much like the evolution from broadcast to cable television," said Kerry Trainor, Vimeo CEO. "As the video universe continues to unbundle, Vimeo offers the ideal home for the next generation of premium video channels serving passionate global audiences."

VHX has been working with video creators for years to sell content on the web. More recently it moved to creating apps for mobile devices, and earlier this year, began helping its clients build a presence on the new Apple TV, giving operations with small budgets the chance to reach consumers on the most valuable piece of real estate in the living room.

"There is a lot of opportunity these days for small content creators to steal a piece of money we used to spend on cable," says Rich Greenfield, an analyst with research firm BTIG. "People will consume on lots of different devices, but if you can get onto the biggest screen in the house, there is a much better chance people will pay for your content."

Compared with the audiences on rival marketplaces like YouTube or iTunes, Vimeo is small, but it's pitching itself to creators as a place where they will get to keep more of the money and data generated by the sale of their videos — Vimeo itself plans to keep just 10 percent of all proceeds, a far lower cut than what's taken by Apple or YouTube. And it will share information on people who purchase the videos, something creators wouldn't get with Netflix or Hulu. For a few hundred dollars anyone can stand up a channel and reach a global audience. The biggest question left for Vimeo is, after it hosts a successful video series that people are willing to pay for, can it keep them around long enough to really reap the rewards?

theverge.com

Industry Reports

Apple To Revamp Streaming Music Service After Mixed Reviews, Departures

May 4, 2016

Apple Inc. is planning sweeping changes to its year-old music streaming service after the first iteration of the product was met with tepid reviews and several executives brought in to revive the company's music strategy departed.

Apple is altering the user interface of Apple Music to make it more intuitive to use, according to people familiar with the product who asked not to be identified because the plans aren't public. Apple also plans to better integrate its streaming and download businesses and expand its online radio service, the people said. The reboot is expected to be unveiled at the company's Worldwide Developers Conference in June. The changes will be accompanied by a marketing blitz to lure more customers to the \$10-per-month streaming service. An Apple spokesman declined to comment.

As iTunes sales stagnate and rival Spotify continues to draw in new subscribers, Apple is attempting to reclaim its dominance in music. It acquired Beats Music two years ago in part to rethink its approach to the music business by blending its technological expertise with the entertainment industry experience of Beats executives such as Jimmy Iovine.

But the combination hasn't yet fulfilled its potential. The deal sparked a rare culture clash within Apple that led to the departure of several key managers and, most important, created a product that many critics say doesn't meet Apple's own lofty standards. Apple is still struggling to integrate its employees and unite the streaming and downloading businesses into a cohesive music strategy, said the people.

Following a management shakeup, the service's new look is being overseen by content head Robert Kondrk and Nine Inch Nails front man Trent Reznor. Design chief Jony Ive's team also has provided input, along with Iovine and Eddy Cue, the senior vice president in charge of Internet services.

Chief Executive Officer Tim Cook is banking on services like Apple Music to reignite growth as the company's stock plunges on concerns about slowing iPhone sales. Many analysts argue one of the biggest threats facing Apple's business is an inability to develop strong Internet-based tools to go along with its beautifully designed hardware. Other services such as iCloud, Maps, Photos and Siri also have faced criticism for being inferior to competitors.

"When it comes to software, Apple performs with less elegance than it does when it comes to hardware," said Colin Gillis, a New York-based BGC Partners analyst. "Apple Music is underwhelming. They have subscribers because of their platform. If you have that kind of subscriber base, you should have millions of subscribers."

Apple dominated the transition from physical to digital music. But when Beats was acquired, iTunes was in decline. To Iovine and other Beats executives, the remedy was obvious: the company should deemphasize iTunes and plow money into the on-demand streaming service that Beats built.

Apple executives agreed with the plan, calling off development of some products in favor of the new streaming service. Following the Beats acquisition in 2014, Apple scrapped the international rollout of iTunes Radio just a few hours before an event where it would have been announced. Employees who had been working on the project for more than a year were told it would be rolled into a new streaming service based on Beats.

But once Apple Music was released last June, the response was mixed. Reviewers praised the depth of the music catalog, but criticized its confusing interface. “The app’s design is cluttered with too much information and difficult to navigate,” wrote CNET.

Apple has been reluctant to promote the streaming service to customers who make purchases a la carte, not wanting to undermine its profitable download business. The download store gives Apple an advantage when artists such as Adele refuse to make new music available through streaming services. But that can frustrate customers who spend \$10 a month to have unlimited access to Apple’s streaming music library. Even after the introduction of Apple Music, revenue from album and song purchases from the iTunes Store have remained steady at nearly \$3.5 billion, according to two people familiar with finances. That’s almost three times the revenue generated from streaming subscriptions.

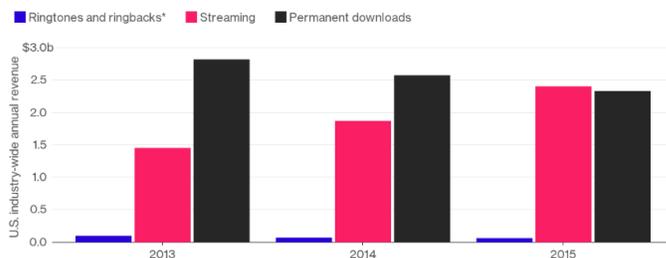
Iovine, the longtime producer and music industry insider, has become the biggest champion for streaming at Apple, pushing executives such as Cue, who oversees all of Apple’s Internet services, to invest more. While Iovine holds no official title – he’s just “Jimmy” in Cupertino – he’s tasked with the music product’s success. When Taylor Swift bashed Apple last year for not compensating artists enough for Apple Music, Iovine negotiated a truce. Now, Swift appears in ads for Apple. He also helps organize concerts for Apple and meets with artists to solicit exclusive tracks and videos. He scored rapper Drake’s latest album as an exclusive for Apple, but fell short with Kanye West’s “Life of Pablo,” which went to the rival service Tidal owned by Jay Z.

While Iovine’s connections make him valuable, they’re also a source of friction inside Apple. There were times when they were in the middle of negotiations with an artist’s managers and labels while, unbeknownst to them, Iovine was carrying out his own separate discussions, according to people familiar with the matter.

Several current and former staff members said product development has been harmed by a complicated leadership structure. Iovine is Apple Music’s top executive, but Kondrk largely runs the day-to-day operations from Apple’s offices in Los Angeles and Cue provides oversight from Cupertino. Reznor has a strong influence on the look of the application.

Hello, Goodbye

Music streaming revenue overtook downloads in the U.S. for the first time last year.



Source: Recording Industry Association of America
*Ringbacks are melodies which play to callers

Bloomberg

Some Beats employees found it hard to cope in the new culture. New product ideas – even in early stages – require a laborious approval process, which includes sign-off from a vice president like Kondrk. Apple sees the process as a way to maintain quality, but to Beats employees it was unnecessarily bureaucratic.

Some Beats executives left Apple, including former Beats Music Chief Executive Ian Rogers, who departed in August to become luxury giant LVMH SE's group digital officer. Other departures include product head Ryan Walsh; chief designer Ryan Goodman; vice president for engineering Bobby Gaza and senior visual designer Jackie Ngo. Some engineers left after being shifted onto products such as iBooks and the App Store against their will. Even though the terms of the deal provided financial incentives for employees to stay for at least a year, Ngo, Goodman and others left inside just a few months, even before Apple Music was unveiled. The departed staffers either declined to comment or didn't respond to requests for comment. Several longer-term Apple employees also left during the reorganization.

Rogers's departure last August was particularly troubling for many on the music team. A skateboarder who got his start in the industry by building a website for the Beastie Boys, he was seen as being able to strike the delicate balance between creative artists and engineers. In a display of affection for Steve Jobs, he has a tattoo of the NeXT logo on his leg. After heading up Beats's entire streaming business, his responsibilities at Apple were reduced to overseeing Beats One radio and editorial content such as playlists.

Of course, tension in an organization can be healthy. Acquisitions often result in people leaving, especially when a smaller startup joins a huge company. An Apple executive close to the culture clash said the combustion was intentional, an attempt to throw together different people to create something groundbreaking.

The results will be on display in June at the developers conference, which will mark the one-year anniversary of Apple Music. Apple's leaders have expressed optimism about the new look and feel the team is working better together, said a person close to the executive team. The company has continued to invest, with more than 1,000 people working out of its offices in Los Angeles to expand the music service.

"Comparing this to YouTube and Pandora and Spotify, Apple doesn't have huge market share," said Russ Crupnick, an analyst with MusicWatch. "I don't think it's gotten to a full gallop yet. It's early."

bloomberg.com

Hulu Confirms Plan To Stream Live TV Next Year

May 4, 2016

"Hulu's subscribers won't be required to have a traditional cable TV subscription in order to watch."

Starting next year, Hulu won't just be the place you go to watch day-old TV shows — it'll also be the place you go to see them airing live. Hulu announced this morning that it's going to begin offering subscribers the ability to stream "live programming from broadcast and cable brands" in 2017. That'll include "live sports, news, and events," Hulu CEO Mike Hopkins said. Hulu's subscribers won't be required to have a traditional cable TV subscription in order to watch.

Hopkins' comments confirm what The Wall Street Journal reported over the weekend, saying that Fox, ABC, ESPN, FX, and the Disney Channel were all involved in negotiations. That makes Hulu's service sound much more like a full-on cable competitor — something that would be offered on top of Hulu's existing subscription service — though Hopkins didn't go into detail on how it would work.

For now, Hulu has only confirmed the broad strokes of its live TV service, saying what type of content will be available and that it intends to offer a "deeply personalized experience." But Hopkins did make

reference to the Journal's report, which suggests that it likely isn't far off. He opened his remarks on the subject by saying, "You may have read recently that in early 2017, Hulu will begin offering subscribers live programming from broadcast and cable brands." Hopkins says that Hulu will discuss the service in more detail over the rest of the year.

theverge.com



120 Madison Street, 15th Floor
Syracuse, New York 13202
www.ksrinc.com
(315) 470-1350
1-888-8KSRINC