

# SATTERBURG GALLERY

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[RANDY B. SATTERBURG](#)

# FINANCIAL SERVICES

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REALITY SHARES FINANCIAL SERVICES AND EXCHANGE TRADED FUNDS (ETF)



# BARRON'S

INCOME INVESTING

## Rating Dividends' Health

By Lawrence C. Strauss February 11, 2017

Two key questions that dividend investors must ask is whether a company's payout is safe and whether it can grow.

Toward this end, Reality Shares Advisors, an exchange-traded-funds issuer and index provider, ranks Standard & Poor's 500 companies based on the health of their payouts.

## Forbes

### How Investors Can Capitalize on Dividends

Today, it's not uncommon for investors to make investment decisions relying on historical dividend payout patterns that are based on past financial results. To better serve investors, Reality Shares created DIVCON® to analyze a stock's future dividend health. DIVCON uses a forward-looking factor-based analysis to predict future dividend growth potential. By evaluating each firm based on seven quantitative factors, Reality Shares gives each company a DIVCON Rating of 1 to 5, with 5 having the highest probability of an increase in a company's dividend within the next 12 months. DIVCON analysis also seeks to avoid companies and sectors of potentially low fundamental quality despite their higher dividend yields. In order to get a DIVCON rating, the stock must pay a regular dividend. Because of this and their overall potential impact on the dividend growth rate, our 2017 dividend wishlist includes Alphabet, Berkshire Hathaway, Amazon and Facebook.

Learn more about DIVCON and how we harness the power of dividends at [www.realitysharesadvisors.com](http://www.realitysharesadvisors.com).



### ETF Virtual Summit Brings Conference Setting to Advisors' Laptop

ETF TRENDS, JANUARY 18, 2017

Hear from Martin Kremenstein, Managing Director and Head of ETFs at Nuveen, Fran Rodoloso, Head of Fixed Income ETF Portfolio Management at VanEck, and Eric Ervin, President & CEO of Reality Shares, on insights into potential alternative fixed-income strategies for diversification and yield generation going forward.

Aime Noack, Director of ETP Manufacturing at DeM, Patrick O'Connor, Head of Global ETFs at Franklin Templeton Investments, and Marink Dittler, Head of Investment Solutions, Product and Strategy at Victory Capital, will touch on potential benefits factor-based strategies may provide for a diversified investment portfolio.

Watch Adam Patt, CEO of IndexIQ, Sylvia Jablonski, Capital Markets-Institutional Strategist, Managing Director at Direxion, and George Milling-Stanley, Head of Gold Investment Strategy at State Street Global Advisors, discuss options available to advisors for reducing portfolio risk, whether your objective is long-term diversification or short-term tactical positioning.

Advisors will also have an opportunity to connect and network with other virtual attendees and industry experts in real time through the Virtual Networking Lounge.

Financial advisors who are interested in learning more about CFP®/CIMA accredited panels on the online conference can register for the February 8, 2017 ETF Trends Virtual Summit.

Reality Shares Advisors, a San Diego-based asset management firm that specialized in dividends and isolated dividend growth strategies, has created [DIVCON](#), a dividend health rating system that assesses the likelihood that companies will grow or cut their dividends. Like the U.S. Armed Forces' DEFCON system, DIVCON utilizes a five-tier rating system to provide a snapshot of companies' dividend health. A DIVCON 5 rating indicates the highest probability for a dividend increase, while a DIVCON 1 rating indicates the highest probability for a cut.

To decipher ratings, Reality Shares uses a weighted average of seven factors measuring the relationship between historic dividend trends, cash flow and earnings, buybacks, consensus forecasts and external financial ratings.



# EARNED MEDIA EXCELLENCE

Randy drove significant earned media for Reality Shares' Exchange Traded Funds by cultivating strong relationships with finance-sector journalists, editors and producers

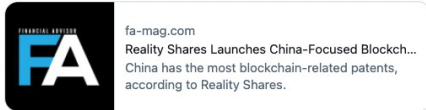
New customer inbound queries increased by a factor of 10 each time one of the major outlets wrote about Reality Shares

- Barron's
- ETF Trends
- Forbes
- TheStreet
- CNBC
- Kiplinger
- Bloomberg
- Fox Business
- Seeking Alpha
- Business Insider
- Wall Street Journal
- Investopedia

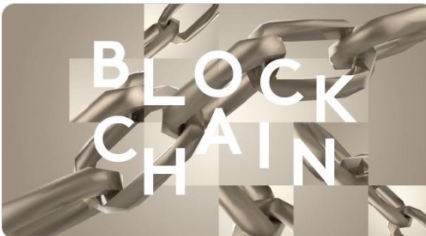
# EARNED MEDIA EFFICIENCY

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**FA** Financial Advisor @FAmagazine · Jun 20, 2018  
Reality Shares Launches China-Focused Blockchain ETF: You think blockchain is big in the U.S.? It might be even bigger in China, which is why Reality Shares on Wednesday introduced the Reality Shares Nasdaq NexGen Economy China ETF (BCNA). The fund...



**Reality Shares** @RealityShares · Jan 17, 2018  
New year, new fund. The Reality Shares Nasdaq NexGen Economy ETF (BLCN) is now available. Learn more about the fund at [bit.ly/2mFFpH](https://bit.ly/2mFFpH) or visit [InvestintheChain.com](https://InvestintheChain.com) #blockchain #blockchainetf #innovation #blockchainscore



**Ritika Shah** @RitikaTShah · Jan 26, 2018  
Amplify Transformation Data Sharing ETF leaped to \$164.9 million Wednesday from just \$2 million a week ago and the Reality Shares Nasdaq NexGen Economy ETF multiplied just over nine times in a week to \$86.27 million.

**CNBC** @CNBC · Jan 26, 2018  
Investors are rushing into blockchain-focused ETFs, investing \$240 million in just 1 week [cnb.cx/2EcF0ER](https://cnb.cx/2EcF0ER) via @cnbctech



Randy reached out to large-reach publications with traction based upon subject matter expertise in blockchain technology investing and indexing

# THOUGHT LEADERSHIP

Randy focused media outreach upon CNBC's broad-reach team of influencers and experts

CNBC issued more than proportional coverage due to a sophisticated investing strategy with intuitive infographics and visuals

Randy penned and/or edited all bylines and press releases

## Take us to DIVCON 5

A higher DIVCON rating means a company is more likely to increase its dividend in the next 12 months. Largest companies in the five DIVCON rating categories:

TICKER	COMPANY	DIVIDEND YIELD	DIVCON RATING
WMT	Wal-Mart	2.8%	5 HEALTHIEST
V	Visa	0.7%	5
HD	Home Depot	2.1%	5
AAPL	Apple	2.3%	4
MSFT	Microsoft	2.8%	4
JNJ	Johnson & Johnson	2.8%	4
XOM	Exxon Mobil	3.3%	3
GE	General Electric	3.0%	3
ORCL	Oracle	1.5%	3
CVX	Chevron	4.2%	2
AIG	AIG	2.2%	2
DD	DuPont	2.3%	2
COP	ConocoPhillips	2.3%	1
KMI	Kinder Morgan	2.8%	1
DVN	Devon Energy	0.7%	1 RISKIEST

Sources: Reality Shares Advisors (DIVCON scores and ratings as of May 2016); Factset (market value)



**NEW DIVIDEND-BASED STRATEGIES**

Short-term stock prices are affected by volatility and investor sentiment. We believe dividends are more reliable signals of long-term business health and management confidence in future earnings. Our ETFs seek to position investors to benefit from dividend growth.

DIVY  
DIVY ETF

First of its kind in the market, DIVY uses dividend swaps to isolate the dividends of large-cap companies from their stock price.

DIVCON  
DIVCON ETF'S

Using our proprietary DIVCON™ methodology, we rate companies' dividend health based on seven weighted factors. Our research shows we correlate with dividend growth.

Founded by financial industry veterans with over 100 years combined experience, Reality Shares distills institutional-grade investment strategies into accessible, exchange-traded products that are:

- UNIQUE**

✓ From our first-of-its-kind DIVY fund, to ETFs based on our DIVCON™ methodology, we bring financial innovation to market.
- ALTERNATIVE**

✓ All ETF investors can take advantage of sophisticated investment strategies that were once predominately institutional.
- HIGH-QUALITY**

✓ Our funds seek to maximize long-term capital appreciation using systematic, rules-based approaches.

[SEE OUR PRODUCTS](#)

# THOUGHT LEADERSHIP

Randy focused media outreach upon live television due to its reusability and versatility in securing additional rounds of earned media and click-through



Get our Free E-newsletters **Kiplinger** Subscribe  
\$100.00/yr. (est. \$10.00/mo.)

Home Investing Retirement Taxes Personal Finance Your Business Wealth Creation More My Kiplinger



Home | Investing

INVESTING

## Is Your Dividend Growth Strategy Stuck in the Past?

Focusing on companies with strong dividend histories makes sense for investors, but that's only part of the equation. Size matters when you're talking about dividend growth.

by Eric Ervin, Investment Advisor Representative • January 8, 2018



SQUAWK BOX EUROPE

SHARE [f](#) [t](#) [in](#) [✉](#)

## Growth in S&P 500 will come from tech stocks, says investor

Realty Shares CEO Eric Ervin speaks about investing in technology companies.

WED, MAR 28 2018 • 1:32 AM EDT

Forbes

# What Do March Madness And Dividend Growth Factors Have In Common?

Eric Ervin Contributor @

Forbes

Follow

 re-ality shares  
exchange-traded funds

In basketball and investing, predictions for future-period performance should be driven by objective performance factors, weighed by importance. While the relative low-stakes nature of March Madness, for fans, allows for the occasional lapse in objectivity, within the higher-stakes world of investing the rise of factor-based investing is too important to overlook.

### What Is Factor Investing?

Factor-based investing is a strategy in which securities are selected based on certain risk and return attributes - for very specific market and exposure goals. Factor-based strategies like "smart-beta," have grown in popularity, combining elements of active and passive investing under one umbrella. Taking a granular approach, these strategies track indexes which are specifically constructed around certain objective-metric parameters. Now, investors can track indexes and strategies comprised of companies with lower volatility or superior profits rather than investing in funds that favor more subjective approaches.

### The Dividend Growth Factor

One key factor that can be analyzed for competitive advantage is dividend-growth. Typically seen as an income generation tool, dividends also provide a sneak peek into the health of a company and can be an indicator of stock price growth. Since dividends are a direct function of a company's earnings and cash flow, stocks with consistent dividend growth reflect strong underlying fundamentals, and may be great buys.



Trillions  
Bloomberg

Business

★★★★ 4.5 • 157 F

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Following

Eric Balchunas

@EricBalchunas

Senior ETF Analyst for @Bloomberg. Dad. Rutgers grad. Gen X-er. Author of "The Institutional ETF Toolbox" & "The Bogle Effect." Co-host of "Trillions" podcast.

South Philly, yo amazon.com/institutional-... Joined May 2010

2,557 Following 101.6K Followers

Followed by William McMahon, Will Feuer, and 36 others you follow



Eric Balchunas @EricBalchunas · Aug 8, 2018

Coming up on ETF IQ: @CathieDWood of @ARKInvest to talk \$TSLA w/ @rachelevans\_ny, Vince Birley of Vident on copying Vgrd's structure and a Drill Down into \$DIVY w/ @eervin1 of @RealityShares. Starts 1pm on @BloombergTV or stream here:



bloomberg.com

Live TV - Bloomberg

Bloomberg delivers business and markets news, data, analysis, and video to the world, featuring stories from Businessweek and ...

# The reality of dividend growth investing

Accessing the future of dividend growth

FOR INFORMATIONAL PURPOSES ONLY. THIS NOT AN OFFER. PLEASE REFER TO FINCL CLEARING

## The future of dividend growth

Dividend growth investing is a long-term strategy that focuses on identifying and investing in companies with a history of increasing dividends. This approach aims to provide a steady stream of income while also benefiting from the potential for capital appreciation.

Risk

A comprehensive risk assessment is essential for investors considering dividend growth strategies. This involves evaluating the financial health, industry trends, and management quality of the companies being considered.

Investors should also be aware of the potential for market volatility and changes in interest rates, which can impact the value of their investments. Diversification and a long-term perspective are key to mitigating these risks.

### How dividend growth can add value to your portfolio



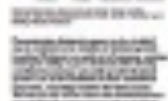
Investors who focus on dividend growth can benefit from a more stable and predictable income stream. This approach also tends to result in higher overall returns over the long term compared to a buy-and-hold strategy.

## Why dividend growth investing?

Dividend growth investing offers several advantages over other investment strategies. It provides a regular source of income, which can be particularly appealing for retirees or those seeking a steady cash flow. Additionally, companies that consistently increase their dividends are often well-managed and financially sound.

Another key benefit is the potential for capital appreciation. As a company's dividends grow, its stock price often increases as well, leading to higher overall returns. This combination of income and growth makes dividend growth investing an attractive option for long-term investors.

### How dividend growth can add value to your portfolio



Investors who focus on dividend growth can benefit from a more stable and predictable income stream. This approach also tends to result in higher overall returns over the long term compared to a buy-and-hold strategy.

## Forward-looking dividend analysis

Forward-looking dividend analysis involves evaluating a company's ability to maintain and increase its dividend payments in the future. This analysis takes into account various factors, including the company's financial performance, industry outlook, and management's commitment to shareholder returns.

Investors should look for companies with strong financial fundamentals, a clear growth strategy, and a track record of consistent dividend increases. These indicators suggest a higher likelihood of sustained dividend growth over the long term.

### How dividend growth can add value to your portfolio



Investors who focus on dividend growth can benefit from a more stable and predictable income stream. This approach also tends to result in higher overall returns over the long term compared to a buy-and-hold strategy.



## Putting EFFCON into practice

The EFFCON model is a tool used to evaluate the financial health and dividend sustainability of a company. It considers various factors, including the company's operating performance, capital structure, and dividend history, to provide a comprehensive assessment of its ability to maintain and grow its dividends.

Risk

A comprehensive risk assessment is essential for investors considering dividend growth strategies. This involves evaluating the financial health, industry trends, and management quality of the companies being considered.

Investors should also be aware of the potential for market volatility and changes in interest rates, which can impact the value of their investments. Diversification and a long-term perspective are key to mitigating these risks.

### How dividend growth can add value to your portfolio



Investors who focus on dividend growth can benefit from a more stable and predictable income stream. This approach also tends to result in higher overall returns over the long term compared to a buy-and-hold strategy.

## Leveraging the DIVCON model

The DIVCON model is a tool used to evaluate the financial health and dividend sustainability of a company. It considers various factors, including the company's operating performance, capital structure, and dividend history, to provide a comprehensive assessment of its ability to maintain and grow its dividends.

Risk

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### How dividend growth can add value to your portfolio



Investors who focus on dividend growth can benefit from a more stable and predictable income stream. This approach also tends to result in higher overall returns over the long term compared to a buy-and-hold strategy.

## Access to tomorrow's dividend growth... today

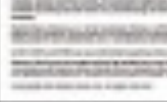
Investors looking to access the future of dividend growth can do so through various investment vehicles. These include individual stocks, dividend-focused mutual funds, and exchange-traded funds (ETFs). Each option offers different levels of diversification and risk, allowing investors to tailor their investment strategy to their goals and risk tolerance.

Risk

A comprehensive risk assessment is essential for investors considering dividend growth strategies. This involves evaluating the financial health, industry trends, and management quality of the companies being considered.

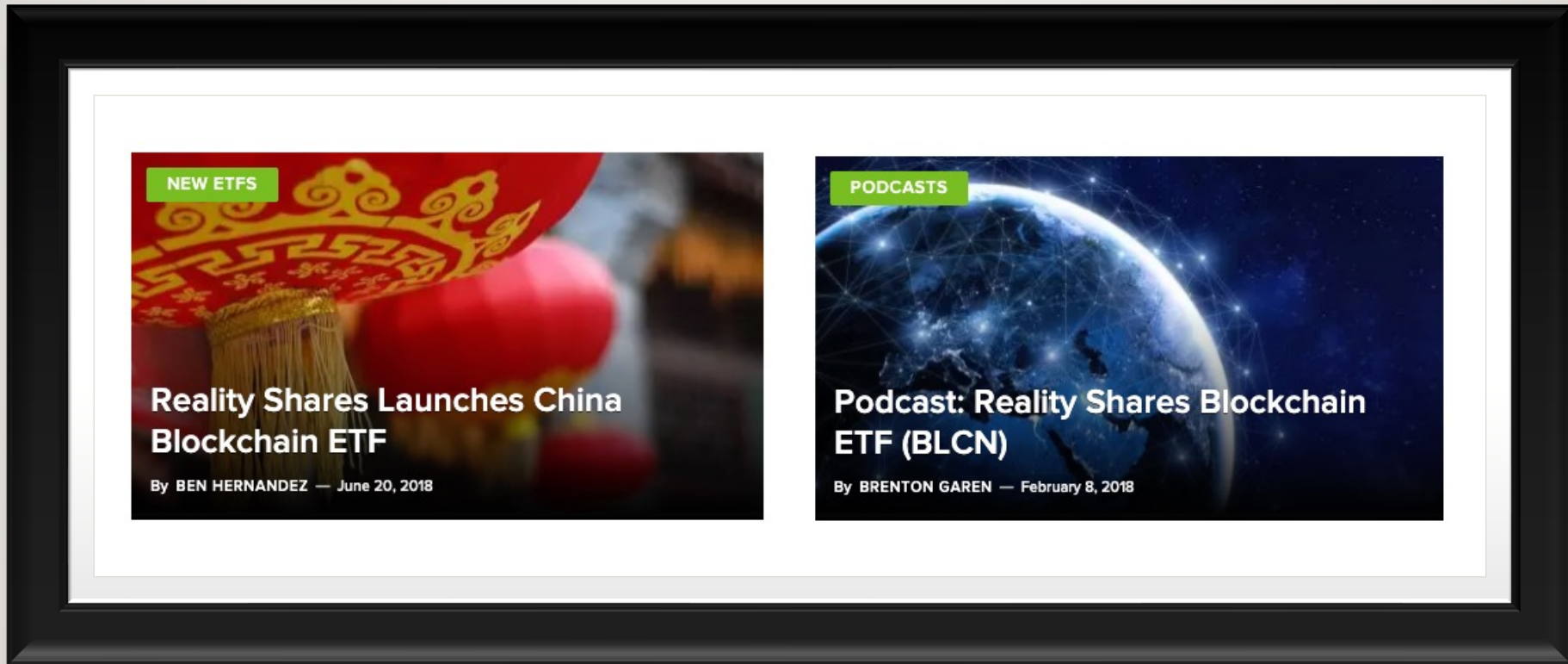
Investors should also be aware of the potential for market volatility and changes in interest rates, which can impact the value of their investments. Diversification and a long-term perspective are key to mitigating these risks.

### How dividend growth can add value to your portfolio



Investors who focus on dividend growth can benefit from a more stable and predictable income stream. This approach also tends to result in higher overall returns over the long term compared to a buy-and-hold strategy.





## PODCASTS & NEW PRODUCT INNOVATION

# WHAT IS BLOCKCHAIN

Blockchain technologies are quickly becoming one of the most exciting areas of interest for future-looking investors and companies. As the full public ledger of the entire network is always available and every asset is fully traceable, it is universally hypothesized to be the next generation of transaction security. Blockchain technology thus presents potentially significant opportunities for many business types and can have a far-reaching impact on the modernization of global business transactions.

***“Blockchain is the first native digital medium for value, just as the Internet was the first native digital medium for information.”***


- Harvard Business Review


The following video featuring Eric Ervin of Reality Shares and Fredrik Voss of Nasdaq highlights the importance of blockchain.

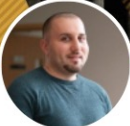






## Index Details

Index symbol	RSBLCN
Calculation agent	NASDAQ
Weighting methodology	Blockchain Score™
Rebalance	Semi-annually



Derin Cag  58.6K Tweets




   


**Derin Cag**  [@DerinCag](#)

Founder [@FintechlyCom](#) | Former Editor-in-Chief [@FintechMagazine](#) | Journalist & Publisher | Covering [#Business](#) [#Blockchain](#) [#ESG](#) [#Fintech](#) [#Insurtech](#) [#SDGs](#)





 Financial Services  London, UK [DerinCag.com](#)  
Joined January 2010

15.3K Following 50.6K Followers

 Followed by Aleksei Statkevich, Best of Nextdoor, and 31 others you follow

**Derin Cag**  [@DerinCag](#) · Jan 17, 2018

The first ever [#blockchain](#) [#ETF](#) by [@RealityShares](#) has been approved by the SEC today and is trading live on the markets. [\\$BLCN](#) [#ETHLDN](#). This history in the making! Disclaimer: I'm a part of their **advisory board**.

 2  10  15 



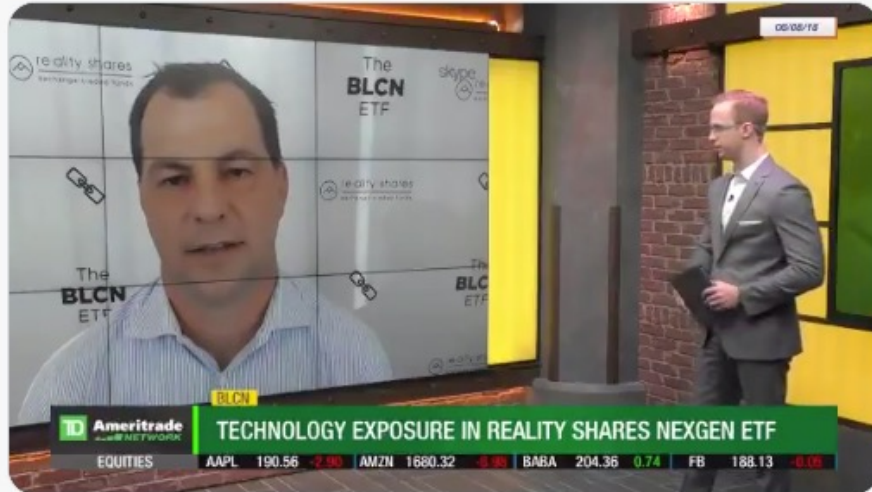
**TD Ameritrade Network** @TDANetwork · Jun 8, 2018

Looking for #bitcoin exposure? Consider investing in the companies utilizing #blockchain technology instead, says Eric Ervin, CEO of @RealityShares.

\$BLCN \$INTC \$AMD \$MSFT

@EErvin1 @OJRenick

[tdameritradenetwork.com/video/ac1e00a1...](https://tdameritradenetwork.com/video/ac1e00a1...)



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TD Ameritrade featured the Blockchain ETF (“NexGen”) during live broadcasts – each time leading to an immediate spike in eCommerce on RealityShares.com; Randy built a lighted sound studio with branded step-and-repeat backdrop for brand awareness

By *Gerrard Cowan*  
 May 6, 2018 10:01 pm ET



PRINT TEXT



The term “blockchain” conjures up, for most, thoughts about cryptocurrencies. However, the technology has far wider implications for investors, says the founder of an exchange-traded fund that tracks the technology.

Reality Shares’ [Nasdaq NexGen Economy](#) ETF (BLCN), which launched in mid-January, invests in companies involved, to varying degrees, with blockchain, the decentralized information ledger that records transactions as encrypted blocks of numbers. Blockchains are maintained and updated simultaneously by multiple parties, providing a secure—in theory—and low-cost way of proving authentication. The \$125 million BLCN fund is one of a rash of new ETFs in the area with eye-catching tickers like KOIN, BLOK and LEGR.

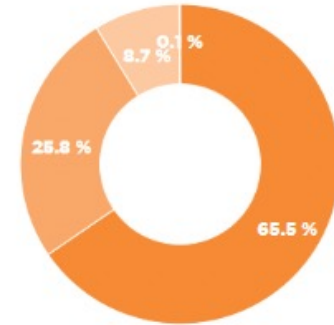


re·ality shares  
 exchange-traded funds

The @RealityShares Nasdaq NexGen Economy ETF, \$BLCN, crossed \$100 million AUM within 10 days of trading!

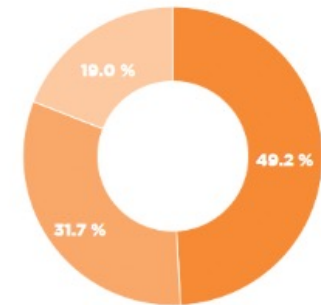
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Sector weights\*  
 (As of 3/31/2018)



Information Technology Financials Consumer Discretionary Industrials

Continent weights\*  
 (As of 3/31/2018)



North America Asia Europe



## Reality Shares Staffs Blockchain Advisory Board with Seasoned Team of Blockchain and Cryptocurrency Executives

Combined experience reinforces Reality Shares' cutting-edge role in capitalizing on blockchain technology

January 03, 2018 09:05 AM Eastern Standard Time

SAN DIEGO--(BUSINESS WIRE)--Reality Shares, an innovative asset management firm, ETF issuer and index provider, has followed up on its filing of a blockchain ETF with the news that its advisory board now includes six original blockchain and cryptocurrency executives.

.@realityshares adds seasoned #blockchain #crypto experts to its advisory board, following blockchain #ETF filing

Tweet this

The board will serve as an industry "think tank," bringing new ideas and guidance to expand Reality Shares' footprint in the emerging, exciting world of blockchain technology.

Distinguished members of the Reality Shares blockchain advisory board include:

- **Erik Voorhees**, founder of [Coinapult](#) and CEO of [ShapeShift](#). Voorhees is recognized as being among the top serial Bitcoin advocates and entrepreneurs. He previously founded [SatoshiDice](#), which accounted over half of the Bitcoin network transactions in 2012 and 2013.
- **Dr. Garrick Hileman**, research fellow at the [University of Cambridge](#) and researcher at the [London School of Economics](#). Hileman, recently ranked as one of the 100 most influential economists in the UK and Ireland, is best known for his [research](#) on cryptocurrencies and distributed ledger technology (blockchain).



REALITY SHARES

### Release Summary

Reality Shares, which recently filed for a blockchain ETF, announces its all-star advisory board team.

Tweets by @RealityShares

Reality Shares Retweeted



**Eric Ervin**  
@eervin1

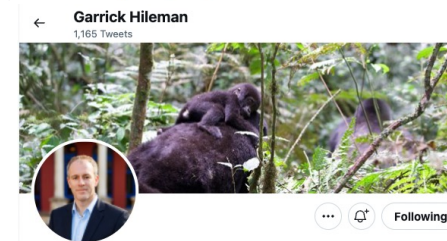
Replying to @MikePolicarNGP and 2 others

One of these days I'll tell the whole story, it'll make your head spin. Rags to Riches, to Rags, to Rags on fire. Not many people would have stuck it out, but everyone at @RealityShares and @BlockforceCap did. They stayed till the bitter end out of loyalty.



**Erik Voorhees** @ErikVoorhees  
Toward peace, markets, and Bitcoin. Founder of [ShapeShift.com](#) open-source crypto platform [github.com/shapeshift](#)  
Bitcoinland [ShapeShift.com](#) Joined July 2009  
3,967 Following 594.3K Followers  
Followed by THE AI ANDY FITZE, Leah Pappas, and 22 others you follow

**Erik Voorhees** @ErikVoorhees · Jan 18, 2018  
Excited to be advising @RealityShares on this passive blockchain-tech ETF. Explicitly non-cryptocurrency (for now.), but focused on public firms that are experimenting with distributed ledgers. #Blockchain \$BLCN [twitter.com/Nasdaq/status/...](#)



**Garrick Hileman** @GarrickHileman

**Derin Cag** @DerinCag · Feb 2, 2018  
Looking forward to participating in this live webinar next Tuesday at 18:00 GMT, teaching #Blockchain technology, alongside Garrick Hileman of Cambridge University and Eric Ervin of Reality Shares... even though they spell my name wrong :-). You could sig... [ift.tt/2DXac1N](#)

**Blockchain education webinar**  
February 6 at 1:00pm EST / 10:00am PST  
CE credit offered

[Learn more](#)



## Reality Shares Nasdaq NexGen Economy ETF (BLCN) Hits \$100 Million in Assets

*Milestone achieved in only 10 days*

January 31, 2018 09:00 AM Eastern Standard Time

SAN DIEGO--(BUSINESS WIRE)--The [Reality Shares Nasdaq NexGen Economy ETF \(Nasdaq: BLCN\)](#), the first passively managed exchange-traded fund (ETF) that seeks to invest in leading global companies creating and implementing blockchain solutions, hit \$100 million in assets under management (AUM).

The [@RealityShares Nasdaq NexGen Economy ETF, \\$BLCN](#), crossed \$100 million AUM within 10 days of trading!

 [Tweet this](#)

BLCN debuted on Jan. 17, 2018 to fanfare and investor interest. As a result, the fund traded more than 1.5 million shares in less than 48 hours after launch and accumulated \$86 million AUM within a week of trading.

It hit the critical \$100 million AUM threshold only 10 days after its debut.

“We’ve been very pleased with investor appetite for BLCN so far,” said Eric Ervin, CEO of Reality Shares. “We’re proud investors have realized the growth potential of the dynamic blockchain industry, which we believe is poised to disrupt and change the world like the way the Internet did in the 1990s. We’re looking forward to continuing to work with our partners – Nasdaq and our [experienced blockchain advisory board](#) – to harness the exciting investment opportunity presented by blockchain technology.”

BLCN is comprised of companies committing material resources to developing, researching, supporting, innovating or utilizing blockchain technology for their proprietary use or for use by others.



REALITY SHARES  
NASDAQ:BLCN  

### Release Summary

Reality Shares Nasdaq NexGen Economy ETF (Nasdaq: BLCN) hits \$100 million in assets. Milestone achieved in only 10 days.

Tweets by [@RealityShares](#)

### #Hashtags

[#blockchain](#)

[#ETFs](#)

### \$Cashtags

[\\$BLCN](#)

Market Index Charts

# Another Blockchain ETF Tops \$100 Million in AUM

ETF Trends



Add the **Reality Shares Nasdaq NexGen Economy ETF (NASDAQ: [BLCN](#))** to the short list of blockchain exchange traded funds that have topped the highly watched \$100 million in assets under management milestone. BLCN, which debuted on Jan. 17, needed just 10 trading days to hit that milestone.

## Markets

Quotes displayed in real-time

Quote Lookup 

### DOW JONES AVERAGES

(I:DJI)

**33,484.17**▼ -565.29 (-1.66%) 



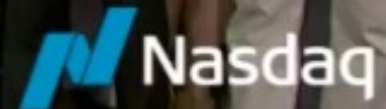
# Reality Shares Rings the Nasdaq Opening Bell Recorded live

Nasdaq



# re·ality shares

exchange-traded funds







**Nasdaq**  @Nasdaq · Jun 26, 2018

...

 Current status: Taking over @TimesSquareNYC with @RealityShares!  
#TimesSquareTakeover



# LEVERAGING NASDAQ

Randy extended earned media via partnership with NASDAQ

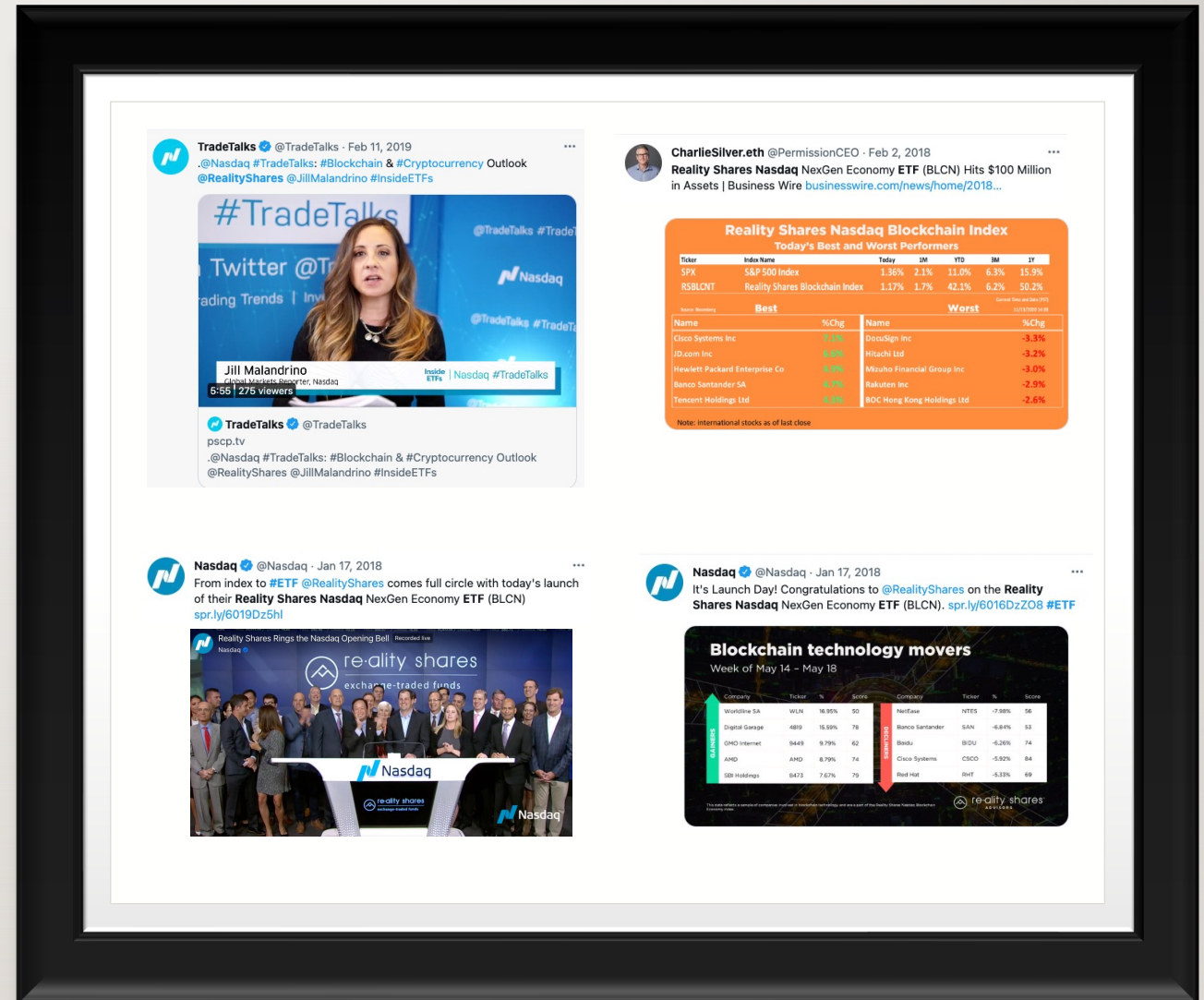
Jill Malandrino (TV Host)

Adena Friedman (CEO)

Marni Dacy (Publicity)

Allen Schoenberg (CCO)

Fredrik Voss (Blockchain)



# RESULTS

THE COMMUNICATIONS STRATEGIES EFFECTIVELY COMMUNICATED THE REALITY SHARES STORY AND INVESTMENT PRODUCT METHODOLOGIES ACROSS RETAIL, ADVISOR AND INSTITUTIONAL AUDIENCES. THE FULLY RESPONSIVE WEBSITE FEATURED AN ENTIRELY NEW STRUCTURE, VISUAL IDENTITY, IMAGERY AND MATERIALS, AS WELL AS COMPLETELY RESTRUCTURED ETF PAGES TO BETTER HIGHLIGHT EACH FUND.

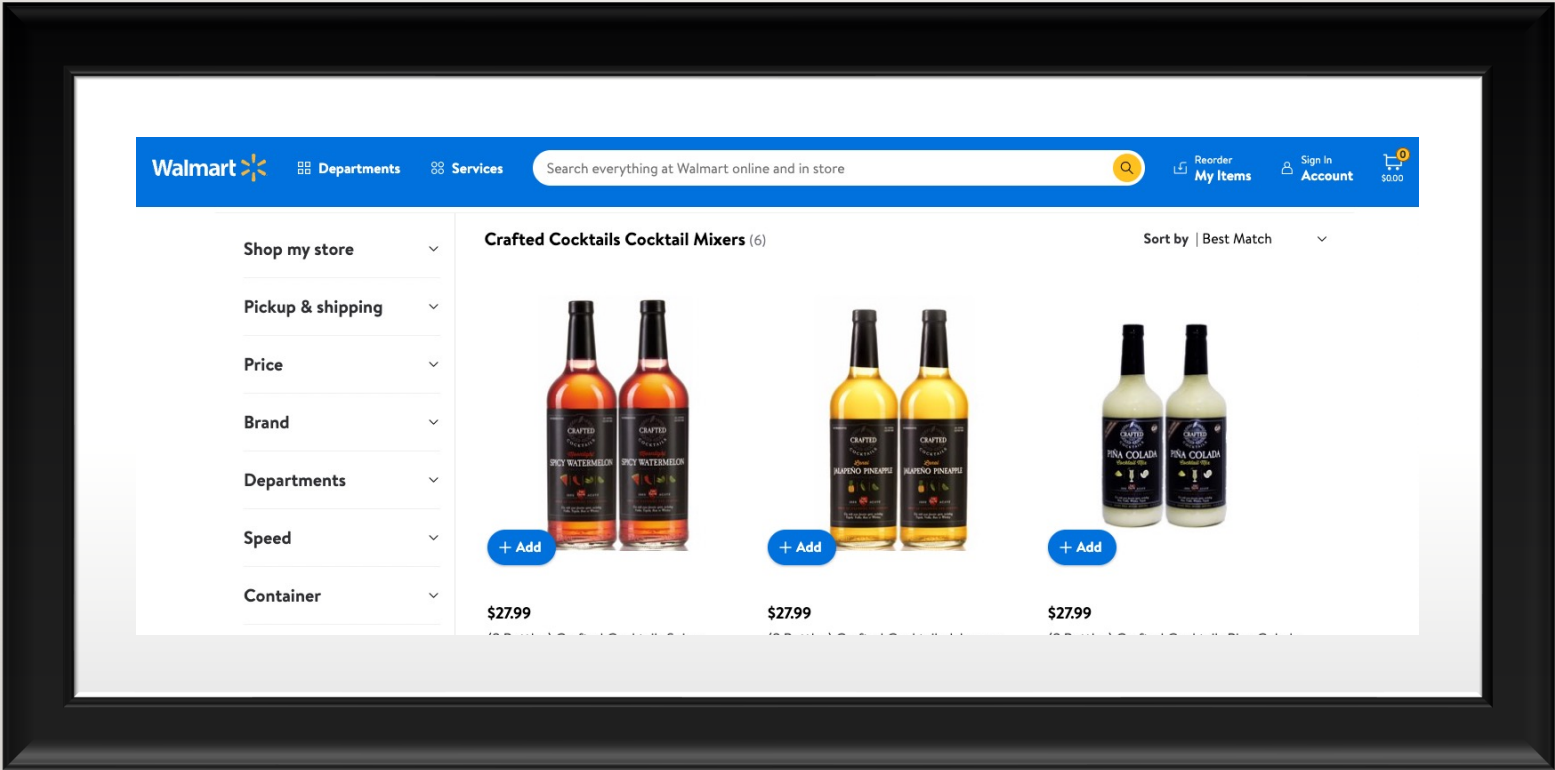
KEY MATERIALS INCLUDED SALES DECKS AND INVESTMENT FACT SHEETS, CUSTOM EMAIL COMMUNICATIONS, IDENTITY MATERIALS, SOCIAL MEDIA, COMPREHENSIVE WHITE PAPER ROLLOUT, CONTENT MARKETING, AND ADVERTISING. THE WEBSITE WAS ORGANIZED INTO MULTIPLE LAYERS AND OFFERED DEEP CONTENT, PRIVATE INVESTOR ACCESS, FULLY CUSTOMIZABLE PAGE-BUILDING, VIDEO INTEGRATION AND A FOCUSED MESSAGING STRATEGY TO CONVEY THE FIRM'S SIGNIFICANT COMPETITIVE ADVANTAGES.

OUR MARKETING AND ADVERTISING STRATEGIES FOCUSED ON BOTH B2C AND B2B AUDIENCES AND WERE MANAGED AND MAINTAINED ACROSS AN INTEGRATED CAMPAIGN OF BRAND-SUPPORTIVE AND FUND-SPECIFIC ADS THROUGH EMAIL, PRINT, DIGITAL DISPLAY, SOCIAL AND SEARCH. AS DIRECT RESULT OF ECOMMERCE AND AD CAMPAIGNS, THE FIRM GENERATED ASSET GROWTH OF 733% IN LESS THAN TWO YEARS AS WELL AS INCREASED EXPOSURE ACROSS INDUSTRY TRADE AND DIGITAL PRESS CHANNELS.

# CONSUMER PACKAGED GOODS

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CRAFTED BRAND COMPANY | CRAFTED COCKTAIL MIXES, SHRUBS, ORGANIC SODA



---

CRAFTED BRAND COMPANY | WALMART PARTNER



Click image to open expanded view



### Crafted Cocktails | Gold Medal Winning | All-Natural Bloody Mary Mix | 2 Pack | 45 calories per serving | Tomato, Horseradish, Worcestershire and other spices combine for great taste

Visit the Crafted Cocktails Store

★★★★☆ 15 ratings | 3 answered questions

\$32.99 (\$0.52 / Fl Oz)

Save 10% at checkout. Terms

Get \$125 off: Pay \$0.00 upon approval for the Amazon Business Prime Card. Terms apply.

This offer is not eligible for SNAP EBT Why?

- BLOODY MARY COCKTAIL MIX. They said it couldn't be done, but we've simplified what mixologists call "the world's most complex cocktail."
- PRECISION-CRAFTED to deliver top-shelf taste with every pour, merging the tangy blend of savory flavors. This healthy party-boosting cocktail is infused with natural flavors of tomato, horseradish, celery, and Worcestershire.
- ONLY NATURAL INGREDIENTS, 100% agave nectar and NO PRESERVATIVES.
- LOW CALORIE. Only 45 calories per 4 oz serving and containing no major allergens.

\$32.99 (\$0.52 / Fl Oz)

FREE delivery Friday, April 29. Order within 3 hrs 26 mins.

Details

Deliver to Erin - San Diego 92130

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Crafted Brand Company

Sold by Crafted Brand Company

Seller Certifications: Minority-Owned Business

Return policy: Eligible for Refund or Replacement

Add to List

Have one to sell?

# FOODIE TRADE SHOWS

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Home ▾ Blog ▾ Top Takeaways From Summer Fancy Food

## Top Takeaways From Summer Fancy Food

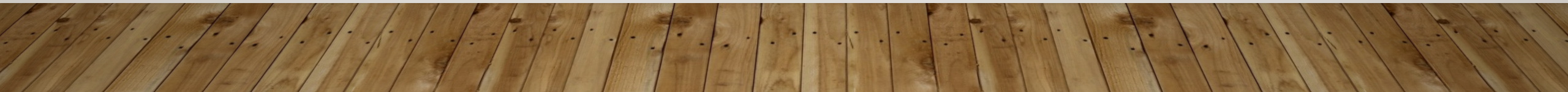
By Nancy Trent · August 3, 2018



Photo Source: Specialty Food Association

**Vinegar mocktails** – If you don't like drinking vinegar you might like drinking sparkling drinking vinegars, a new product from **Crafted Brand Company**, originally known for its mixers and shrubs. This one's got all the benefits of vinegar with a very pleasant taste.









**About** [See all](#)

At Crafted Brand Company, we believe in creating delicious, functional beverages that are certified organic or use only the finest natural ingredients. #drinkcrafted

21,248 people like this including 18 of your friends

21,359 people follow this

<http://craftedbrandcompany.com/>

[Send message](#)

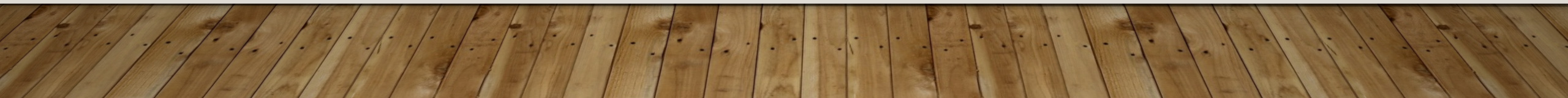
[info@craftedbrandcompany.com](mailto:info@craftedbrandcompany.com)

Food & Beverage Company

**Photos** [See all](#)

---

We have a great story to tell in the media; great healthy ingredients and a female founder who embodies our products' appeal with her intellect, innovative spirit and diversity-championing leadership style





Crafted Cocktails

2h · 🌐

...



Crafted Cocktails @CraftdCocktails · Jun 30, 2018

Come say "Hi" and try our Drinking Vinegars if you are attending the Fancy Food Show!

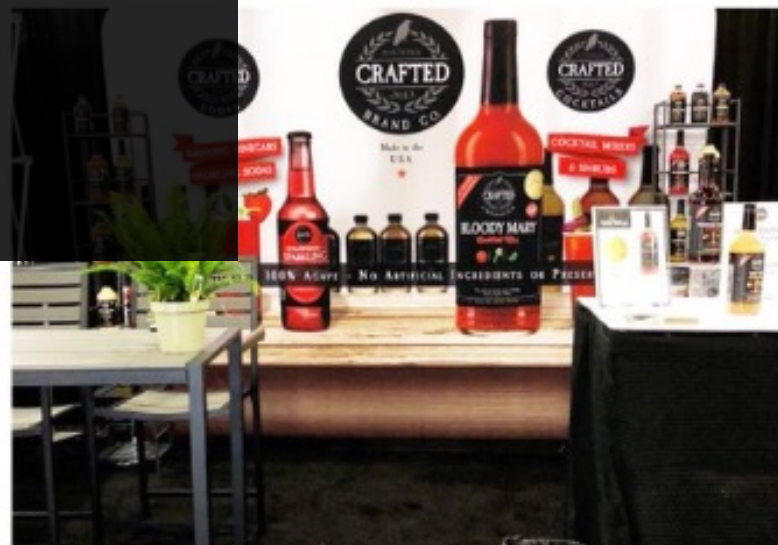
Booth #4822

We love a good garnish. Mint leaves and dehydrated lemons for this mule.

#garnish #lemongarnish #mule #cocktails #mixology #bartender #cocktail #drinks #bar #drinkstagram #garnishtumpeng #mixologist #garnishgame #craftcocktails #cocktailsofinstagram #drink #bartenderlife #cocktailporn #drinkup #bartending #cocktailoftheday #cocktailphotography #instadrink #cocktailtime



# SOCIAL INFLUENCE





### Crafted Cocktails

@craftedbrandco · Food & beverage company

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Liked


# CHANNEL PARTNER MARKETING AND COMMS

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STORES 153w



Crafted Brand Company announces that their Organic Sparkling Drinking Vinegars are now available at Safeway/Albertsons stores throughout Oregon. Get your daily Apple Cider Vinegar fix in a a great tasting, low calorie, organic beverage.



Reply to craftedbrandco...




PRIME DAY SAVINGS ARE HERE!

Click our Amazon page via the link in our bio 0:05


Today is the third day of our Amazon Prime Day sale! Buy 2 or more Crafte...

All videos




0:10

Spicy Watermelon Margaritas



0:20

Crafted Cocktails Shrubs



0:10

Jalapeno Pineapple Coconut Margarita

## Health Benefits SHRUBS

- improve digestion
- lowering cholesterol
- maintain alkaline ph
- promotes detoxification

▶ 206

SHRUBS 32w

WHAT ARE YOU DRINKING THIS  
FUNDAY

CRAFTED BRAND CO.

TikTok

Reply to craftedbrandco...

craftedbrandco Happy National Women's Day - We have so much respect for our boss, who is a mother of two and owner of the company. She continues to inspire us.

#womensday2022 #womensday #internationalwomensday #march8 #womanownedbusiness #womenownedbusinesses #minorityownedbusiness #cocktailmixers #womenentrepreneurs #entrepreneurs2022 #ownerandfounder

INTERNATIONAL  
Women's Day

We would like to spotlight our owner and founder of Crafted Brand Company,  
*Felicia Vieira*

Her Hispanic and Portuguese heritage has given her a love of creating recipes with unique flavors. She was inspired to create Crafted Cocktails by the generations of entrepreneurs from her own family.

Felicia began a labor of love experimenting with hundreds of flavors, recipes and cooking methods, to create natural cocktail mixers.

MARCH 8

# HEALTH BENEFITS | EMPOWERMENT

# RESULTS

---

SINCE 2013 CRAFTED BRAND COMPANY HAS GROWN TO BECOME ONE OF AMERICA'S LEADING NATURAL BEVERAGE COMPANIES, SPARKING EXIT STRATEGY ACQUISITION INQUIRIES FROM PRIVATE EQUITY FIRMS AND GLOBAL CPG CONGLOMERATES

9 COMPELLING COCKTAIL MIX SKUS USING NATURAL INGREDIENTS INCLUDING 100% AGAVE NECTAR AND NO PRESERVATIVES – “HANDCRAFTED IN A BOTTLE” | FIVE FLAVORS OF SHRUBS AS THE NATURAL COCKTAIL ENHANCE OF CHOICE | THREE USDA CERTIFIED ORGANIC TONIC WATERS.

SECURED AND HELD SHELF SPACE AT WAL-MART WITH A TENACIOUS FOCUS ON SUPPLIER EXCELLENCE ON ALL WAL-MART BUYER KPI SUCH AS SUPPLY CHAIN, QUALITY RATE, AND SUPPLIER-RETAILER COMMUNICATIONS EFFICIENCY; LOYAL CUSTOMERS (20K SOCIAL AVIDS AND GROWING)

# TELECOM / OTT

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QUALCOMM – FLO TV



FLO TV™ Personal Television

Audiovox Portable DVD Player with FLO TV™

FLO TV™ Auto Entertainment



# FIRST OTT VIDEO PLAY

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There were many firsts  
to celebrate with  
Qualcomm's FLO TV

The telecommunications  
industry took notice of  
our innovation and it  
spawned today's DTC  
and OTT revolution

TECHBLOG

## FLO TV Streams Live TV Into Your Car Wirelessly

NOVEMBER 20, 2009 - 1 MIN READ


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<https://www.engadget.com/2010-02-15-flo-tv-storms-...>  
**FLO TV storms automotive lots, FLO-EV gets launched and ...**  
Feb 15, 2010 — The FLO TV service is live mobile television and combines the best content, an intuitive user interface and a superior multicast network to ...

# FIRST SPORTS-ON-THE-GO TAGLINE



**College Football Goes Where You Go**  
This season, watch 200 live games on your portable device, on your phone, or in your car.  
[College Football on FLO TV >](#)



**The San Diego Union-Tribune**

BY PETER SVENSSON, THE ASSOCIATED PRESS  
JAN. 7, 2009 1:58 PM PT

LAS VEGAS — More options for watching TV in the car are on the way.

Audiovox Corp. said Wednesday it will make an in-car receiver for Qualcomm Inc.'s subscription-based mobile TV broadcasts, previously available only on AT&T Inc. and Verizon Wireless cell phones.

The receiver will be available in eight to 10 months for less than \$500, Audiovox senior vice president Tom Malone said at a presentation at the International Consumer Electronics Show. It will work with all existing in-car entertainment screens, including seat-back, dashboard and ceiling-mounted ones, he said.

There are 20 million U.S. cars with such screens, according to Hauppauge, N.Y.-based Audiovox.

"We feel with this partnership, we have an opportunity to breathe new life into rear-seat entertainment," Malone said.

<https://jeepspecs.com/wk-jeep-electronics-lighting/fl...>

**Jeep WK Grand Cherokee Mopar FLO TV Auto Entertainment ...**  
Jeep WK Grand Cherokee Mopar FLO TV Auto Entertainment System ... Mopar® is channeling live, mobile TV into Chrysler, Jeep®, Dodge Car and Ram Truck ...

<https://www.motorauthority.com/News/Modified>

**Chrysler Offering 20 Channel Mobile TV With New Flo TV Option**  
Nov 5, 2009 — Dubbed FLO TV Auto Entertainment, the new system will offer as many as 20 channels and is the first of its kind for a domestic automaker.

<https://www.autoblog.com/2009/11/04/chrysler-gets...>

**Chrysler gets in-car TV going with FLO TV - Autoblog**  
Nov 4, 2009 — Programming for up to 20 channels will come through FLO TV™ Auto Entertainment and will offer shows for nearly everyone.

## Prime Time

On Super Bowl Sunday, about 116 million viewers watched commercials touting Budweiser, Doritos and Coke — as well as spots promoting Flo TV, a service that promises to let you watch TV wherever you are. It was a high-profile promotion for mobile TV, which despite years of innovation has failed to catch on outside of [...]



**Qualcomm - Flo  
TV - Moments**

1:00




**Qualcomm - Flo  
TV - Injury  
Report**

# FIRST MOBILE TV SUPER BOWL SPOTS

*Featuring Black Eyed Peas' will.i.am | Featuring Viacom-CBS hosts Jim Nantz and James Brown*

AdAge Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾ Login 🔍



**QUALCOMM - FLO TV - MOMENTS**

Qualcomm came to Super Bowl XLIV to generate national awareness for its fledgling service Flo TV, which sent live and time-shifted programming to mobile devices from twentysomething networks, including ABC, CBS, Fox, NBC, ESPN, MTV and Comedy Central. (The “Flo” stood for “forward link only,” meaning the data was not a two-way connection.)

This, the more anthemic of Flo TV’s two ads that game, offers a montage of major TV moments, many of which wouldn’t count as “entertainment” but still make Flo TV’s point that there are things you don’t want to miss. The montage is set to a version of The Who’s “My Generation” remixed by Will.i.am (following up his Super Bowl ad appearance the year before in a mashup with Bob Dylan for Pepsi’s “Forever Young”).

The second spot, “Injury Report,” shows how Flo TV’s “personal television” can help a guy stay connected to live sports even while he’s shopping.

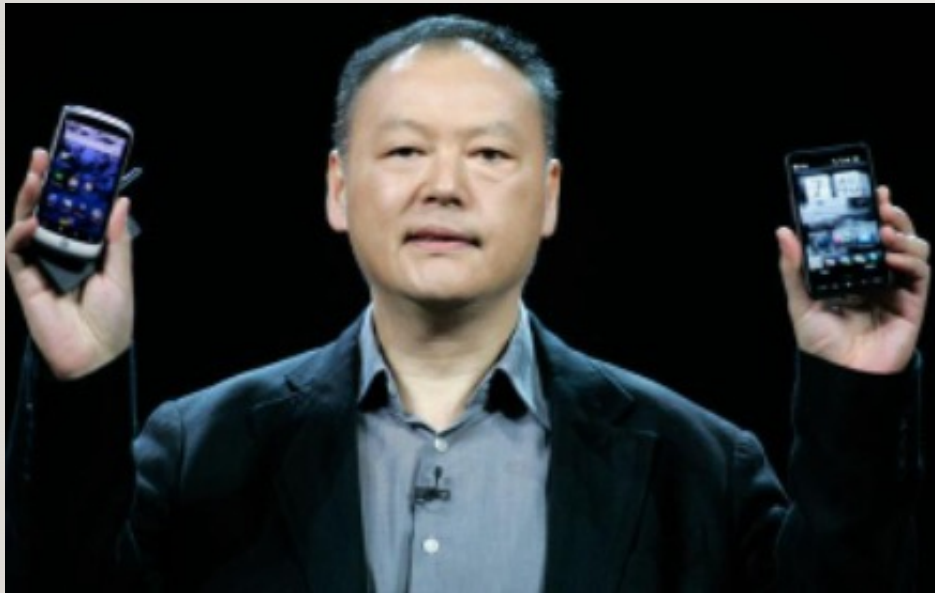
Both ads were created by Magner Sanborn and Agency 3.0, shops with a history of collaboration, Qualcomm said at the time. Flo TV unfortunately had a lot of competition in the rapidly escalating war for streaming video services. Qualcomm shuttered Flo TV in March 2011 and sold the spectrum to AT&T.

# CRITICAL-ACCLAIM FROM AD AGE

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# COMMUNICATIONS PLAN FOR CES FEATURED OEM PARTNERS & INFLUENTIAL BRAND AMBASSADORS

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Peter Chou, president and chief executive of HTC, holds smartphones during a keynote speech by Qualcomm chairman and chief executive Paul Jacobs at the 2010 Consumer Electronics Show



Paul Jacobs (L), chairman and chief executive of Qualcomm, talks with CBS sportscaster James "JB" Brown about the Qualcomm handheld FLO TV Personal Television during his keynote speech the 2010 International Consumer Electronics Show (CES) in Las Vegas, Nevada January 8, 2010. REUTERS/Steve Marcus (UNITED STATES - Tags: BUSINESS SCI TECH)

PICTURES | MON JAN 11, 2010 | 8:40AM EST

# Highlights from CES 2010



Paul Jacobs, chairman and Chief Executive Officer of Qualcomm, holds a handheld FLO TV Personal Television during his keynote speech the 2010 International Consumer Electronics Show (CES) in Las Vegas, Nevada January 8, 2010. REUTERS/Steve Marcus [MORE](#)





← USE ARROW KEYS →

### FLO TV Streaming Service

Stream TV from anywhere on your iPhone with the [FLO TV service](#) (\$10 a month) and a Mophie receiver case. Perfect for when life steps in and makes you wait for the bus, or during football season when your boyfriend has a reserved seat in front of the tube.



# BLOGGERS AND WALL STREET ANALYSTS

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# Landon Donovan Flo TV Ad

Posted on June 26, 2019 by admin

Landon Donovan has been very busy these days. Donovan was just on [Jimmy Kimmel](#), did the [photo shoot for Vanity Fair](#), the [EA Sports game](#), and now he's got a new ad with Flo TV. I don't think this is the last we'll see of Donovan either, before or after the World Cup. He's doing more press than David Beckham these days to try to get more American fans watch the World Cup this summer.

Soccer's biggest stage now goes where you go. 31 days. 32 teams. 64 matches. One country left standing. Catch all the action, live from South Africa, on your phone, in your car, or with your personal TV. June 11 - July 11. On FLO TV. World Cup TVC for Flo TV featuring US soccer star Landon Donovan with football commentary from Alex Warner British Voice Over Guy.



## BRAND SPOKESPERSON(S) LEAD TO HOLLYWOOD

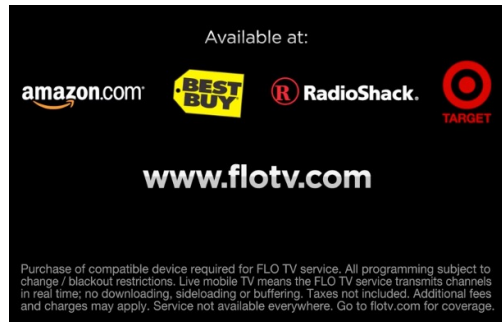
---

As the world prepared for World Cup South Africa, watched by billions, Randy signed U.S. Soccer superstar Landon Donovan to a personal services contract. As the primary brand ambassador for FLO TV Landon Donovan drove product purchase from his millions of social media fan followers. Landon's interviews with traditional tech press and broad-reach outlets such as Entertainment Tonight and Access Hollywood drove huge sales spikes.



# PARTNER PUSH FOR FLO TV

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- ESPN
- U.S. Soccer | FIFA
- Verizon | AT&T
- Amazon | Walmart
- Target | Best Buy
- Ford Automotive

# Soccer Fans Flock to FLO TV for ESPN's Live Coverage of the 2010 FIFA World Cup

— Dedicated Live Mobile TV Service Sets Several New Records and Lets Viewers Watch Epic Moments on the Go —

NEWS PROVIDED BY  
**FLO TV Incorporated** →  
Jul 08, 2010, 07:30 ET

SHARE THIS ARTICLE



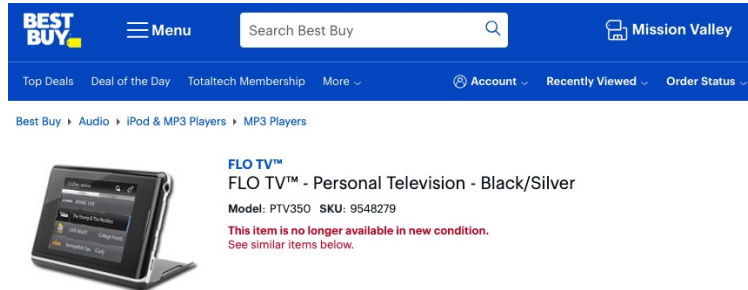
SAN DIEGO, July 8 /PRNewswire-FirstCall/ -- As one of the world's greatest sporting spectacles reaches its final phase, one team is emerging victorious: the live mobile TV viewer. FLO TV, a wholly owned subsidiary of Qualcomm Incorporated (Nasdaq: [QCOM](#)), today announced that soccer fans across the United States are flocking to FLO TV to watch ESPN's live coverage of the 2010 FIFA World Cup™. The increase in viewership validates FLO TV's strategy of programming live sports and breaking events, allowing consumers to stay connected on the go.

- Nearly three-fourths (73 percent) of all people watching FLO TV on June 26 from 2-5 p.m. EDT were tuned into the USA-Ghana matchup featuring FLO TV spokesperson Landon Donovan. In all, World Cup matches are capturing approximately 40 to 80 percent of the FLO TV viewing audience.





Venerable TV host Jim Nantz drew FLO TV product sales from his golf, football, news fan audiences



FEATURED MOTHER'S DAY GIFT IDEAS HOW TO SET UP MULTIPLE I

### Qualcomm Suspends Flo Mobile TV Sales

Sometimes even a Superbowl ad can't save a product from death. Qualcomm is killing its mobile TV service called Flo TV that promised to bring popular TV channels and shows to handheld devices such as smartphones and in-car entertainment systems. It will also suspend sales of the dedicated gadgets that ran Flo TV. "We are [...]"



# WALL STREET PRESSURE

The publicity for FLO TV came at a cost; activist Wall Street investors demanded Qualcomm to trim costs and improve EBITDA in the parent company

The big investor mandate was for Qualcomm to exit from consumer businesses

## 5 Reasons FLO TV Failed

on December 20, 2010



Qualcomm (s QCOM) announced Monday it was [selling the spectrum it used for its FLO TV mobile video service](#) to AT&T. (s T) The spectrum sale was long-expected, and came after Qualcomm announced it would [shut down the FLO TV service](#) next March. Few gave FLO TV much of a chance in establishing a foothold, but here are the top five reasons Qualcomm's big bet on mobile TV failed to pan out:

### Ahead of its time

FLO TV launched at a time when most consumers were still getting used to having the Internet on their mobile handsets, let alone viewing broadcast television. Unfortunately for Qualcomm, this was probably the biggest reason its mobile video aspirations failed. By the time media companies actually started streaming on other devices, FLO TV was an afterthought in consumers' minds.

# FAILURE LEADS TO SUCCESS

---

As the tech and wireless services press correctly pointed out, FLO TV was executed with near perfection but was ultimately a product before its time

First-year product sales and subscriptions matched the first-year trendlines of other similar media innovations such as Netflix, Sirius, and DirecTV – this drew notice from AT&T

Ultimately YouTube and iPhone was the killer product combo that undercut the market for a paid-premium mobile video content distributor

TECHNOLOGY, MEDIA & TELECOM - INNOVATION DECEMBER 20, 2010 / 5:21 AM / UPDATED 11 YEARS AGO

## AT&T to buy Qualcomm's spectrum licenses for \$1.93 billion

By Reuters Staff

2 MIN READ



(Reuters) - No. 2 U.S. mobile service AT&T Inc [T.N](#) said it agreed to buy mobile television spectrum licenses from Qualcomm Inc [QCOM.O](#) for \$1.93 billion, to provide advanced 4G mobile broadband.



# NEW CORPORATE COMMS STRATEGY

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Once CEO Paul Jacobs agreed with board to cease as an operator of a consumer business, Randy's new main objective was to showcase the value of the network and spectrum for wireless provider buyers – e.g. AT&T

# RESULTS

SUCCEEDED IN DRIVING THE SINGLE-DAY HIGHEST WEBSITE TRAFFIC TOTAL IN THE HISTORY OF QUALCOMM.COM TO FLOTV.COM ON QUALCOMM HOSTING AND SERVER PLATFORMS

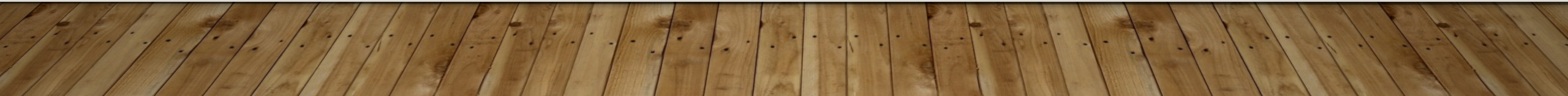
COMMUNICATIONS CAMPAIGNS DREW EXECUTIVES FROM AT&T, VERIZON, DIRECTV, COMCAST, DISNEY, DISCOVERY TO QUALCOMM CORPORATE FOR SUBSTANTIVE BUSINESS DEVELOPMENT

THE COMMUNICATIONS AND GO-TO-MARKET STRATEGY FOR FLO TV BECAME A BLUEPRINT FOR QUALCOMM TO SHOWCASE CONSUMER PRODUCT APPLICATIONS AROUND CORE CHIPSET TECHNOLOGY FOR EVENTUAL SPINOFF AND/OR DIVESTITURE

# TELECOM / SATELLITE

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DIRECTV



# IT LITERALLY WAS ROCKET SCIENCE AT DIRECTV

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Eddy Hartenstein co-founded and provided the business leadership that built DIRECTV into the dominant DTH service in the United States. He championed the cause of satellite television, acting as the industry's vocal and influential promoter. Randy apprenticed under Eddy and earned his Chairman's Award for overall excellence.

- CES Hall of Fame inductee for Eddy H.
- Broadcasting and Cable Hall of Fame inductee
- Emmy from National Academy of TV Arts and Sciences



Spaceflight Now

DirectV satellites blast off on Ariane 5 rocket – Spaceflight Now

Visit

In 1990, the company chose Eddy Hartenstein to lead the new start-up, to be headquartered in an office building on Imperial Highway in El Segundo. Hartenstein was a vice president at Hughes Communications, the company's commercial satellite division, and a believer in the DTH concept.



— Eddy W. Hartenstein, DIRECTV's Vice Chairman, announced his retirement at the end of 2004 after having navigated the satellite TV provider to industry dominance. (December 2004 Daily Breeze file photo.)







## DirecTV transforms the television broadcasting industry



— A broadcast operator monitors signals transmitted to DirecTV customers from the satellite television company's broadcast center in Marina Del Rey in May 2008. File photo. (AP Photo/Ric Francis)

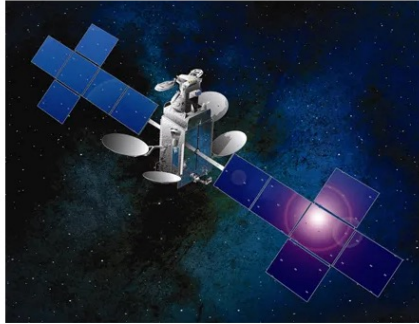


# INNOVATE & TRANSFORM

- Satellite-delivered instead of clunky cable
- Digital picture & audio instead of analog cable
- Exclusive premium content – must have
- Customer-first culture

## DirecTV 14 set for December 4 launch

NOVEMBER 15, 2014 22:42 EUROPE/LONDON BY ROBERT BRIEL



Arianespace's sixth Ariane 5 for launch in 2014 is now ready to receive its two satellite passengers after the vehicle was moved to the Spaceport's Final Assembly Building in French Guiana.

The Ariane 5 rolled out from the Launcher Integration Building – where its core cryogenic stage, two solid boosters and cryogenic upper stage were mated by industrial

architect Airbus Defence and Space – to the Final Assembly Building for delivery to Arianespace.



**Natalie Weinstein**

Jan. 2, 2002 4:43 p.m. PT



DirecTV, a satellite TV provider, said Thursday it has activated its 10 millionth customer. The company, a unit of General Motors-owned Hughes Electronics, was launched about seven years ago with 53 channels. It now has more than 475 channels and offers digital video recording, Internet access and interactive programming, the company said.


# SATELLITES KEY TO CUSTOMER SATISFACTION

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# PROMOTE THROUGH SEA AND SKY


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JetBlue promotes DirecTV on board   
Airbus A320 N510JB "Out of the Blue."




DirecTV blimp flying over West Las   
Vegas during the **Consumer**  
**Electronics Show 2015**

 [Commercial](#) [Defense](#) [Space](#) [Services](#) [Innovation](#) [Our History](#) [Global](#) [Sustainability](#) [Careers](#) [Our Company](#)

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**Sea Launch Successfully Delivers DIRECTV 7S to Orbit**

Heaviest Commercial Satellite Ever Launched Successfully



Sea Launch Company today successfully delivered the DIRECTV 7S broadcast satellite to orbit from its ocean-based platform on the Equator, marking ten consecutive successes for this highly reliable system. Early data indicate the spacecraft is in excellent condition.



# MY BRANDING AND PRODUCT LAUNCH OF RED ZONE CHANNEL

It's remarkable how much of the NFL's growth over its first 100 years is a direct result of changes in the media that affect how fans consume the game. With that in mind, it's hard to understate the importance of DirecTV's Red Zone Channel and its spin-off NFL RedZone on the modern fan experience. It's tempting to credit the innovator who first dreamt up the concept of a live, commercial-free, whip-around highlight show on 17 glorious Sundays each year—a News Corp.\* exec named Eric Shanks hit on the idea after seeing a whip-around soccer show in Italy—but Scott Hanson and Andrew Siciliano have become the platform's avatars, representing broadcasts that revolutionized the way so many viewers spend football Sundays.

The 1990s were not that long ago, but think about how NFL fans followed their favorite players and teams back then. There were fewer prime-time games, and viewers relied on occasional “game breaks” and evening highlight shows for a taste of what was going on. If you didn't live in your favorite team's market, good luck getting an update.

Now fans can essentially watch up to 13 Sunday afternoon games in one full helping. We can keep tabs on fantasy teams and parlays, every touchdown, and anything else deemed highlight-worthy. Older fans can only wish they were able to see the careers of Jerry Rice, Barry Sanders or Sammy Baugh in the octobox. - SPORTS ILLUSTRATED

\*Randy was the lead product marketer for DirecTV's Red Zone Channel in partnership with his DirecTV boss Eric Shanks, the technical producer with broadcasting pioneers David Hill and Chase Carey. Randy hired a branding agency to explore names for the novel service but ultimately decided his own Red Zone Channel name fit best – and Eric Shanks agreed.

# NFL and DirecTV partner on streaming games



S. Kim  
August 29th, 2007






In this article: DirecTV, football, hd, MLB, NFL, satellite, Slingbox, sports, Sunday ticket, SundayTicket, SuperFan, Windows




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Sponsored by **Spot Pet Insurance**

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Marriott Bonvoy



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Order Now 1-888-777-2454 [My TV Schedule](#) [Order Now](#)



**DIRECTV.**

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 DIRECTV Commercials  
 Digital Transition  
 Latest News  
 DIRECTV Rewards  
 High-Speed Internet  
 Video Lounge

**Get the Inside Scoop**  
 Sign up to get the hottest DIRECTV offers delivered to your inbox.  
 Enter Your Email Address  
[Sign Up Now >>](#)

**Calculate Your Cost**  
 See how much you'll save when you make the switch.

**DVR Scheduler**  
 Record shows anytime from your PC or mobile phone.

**DIRECTV HD vs. others**  
 When it comes to HD, there's just no competition.

**Go Green. Get \$20.**  
 Save on your DIRECTV bill when you sign up for:  
 ✓ Paperless Billing ✓ Auto Bill Pay ✓ Email Updates  
[Learn More](#)

\$20 ONE TIME BILL CREDIT GOOD FOR NEW CUSTOMERS ONLY. OFFER ENDS 06/30/08.

**HBO JUST ADDED!**  
 GET **HBO** **starrz** **SHOWTIME** FREE FOR 3 MONTHS  
 with qualifying packages  
[Get DIRECTV >>](#)

**DIRECTV STOMPS THE COMPETITION**  
 DIRECTV vs. dish  
[Compare Packages >>](#)

save over **\$380\***  
 PACKAGES INCLUDE LOCAL CHANNELS AT NO EXTRA CHARGE  
 \*on qualifying packages  
[Get DIRECTV >>](#)



*There were maybe five or six people in the green room in NYC when the Giants pulled off a draft day deal to steal Eli Manning away from the Chargers; three were named Manning and then there was me. It might have been my favorite moment in my entire career once the deal was done and Archie, Peyton and Eli could finally relax. The end result was this first-of-its-kind comic exchange between P and E.*

BUSINESS NEWS

# FCC OKs News Corp. purchase of DirecTV

Federal regulators on Friday approved News Corp.'s takeover of DirecTV, the nation's largest satellite television provider, but imposed certain conditions on the \$6.6 billion deal.

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Dec. 19, 2003, 4:39 PM PST / Source: The Associated Press

Federal regulators on Friday approved News Corp.'s takeover of DirecTV, the nation's largest satellite television provider, but imposed certain conditions on the \$6.6 billion deal.

The Federal Communications Commission said News Corp. must agree to arbitration to solve disputes with companies that carry its broadcast and cable channels, such as cable companies and other satellite providers. And News Corp. must treat all stations equally, not tilt in favor of its Fox broadcasting network and cable stations such as FX.

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# DIRECTV MERGES INTO ONE OF THE LARGEST BROADCASTING POWERHOUSES IN WORLD

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## News Corp. News: DirecTV Deal

By Mike Farrell published April 09, 2003



After nearly three years of trying, News Corp. chairman Rupert Murdoch finally won the top prize in the U.S. direct-broadcast satellite market, agreeing to purchase a 34 percent interest in DirecTV Inc. for \$6.6 billion in cash and stock.

The deal brings DirecTV -- the largest DBS service provider, with 11 million subscribers -- into one of the largest content and broadcasting powerhouses in the world.

In addition to owning the Fox Broadcasting Network, News Corp. controls a passel of cable networks, including Fox News Channel, FX and several regional sports networks.

After the deal is closed, expected by the end of the year, Murdoch will become chairman of DirecTV parent Hughes Electronics Corp. and former News Corp. co-chief operating officer Chase Carey will become president and CEO.





# RESULTS

DIRECTV RAPIDLY ASCENDED FROM AN IDEA ON A COCKTAIL NAPKIN TO ONE OF THE MOST INFLUENTIAL CONSUMER MEDIA COMPANIES IN THE U.S. DURING RANDY'S DECADE AT THE HELM OF COMMUNICATIONS AND MARKETING

RANDY'S STEWARDSHIP OF THE EXCLUSIVE-TO-DIRECTV NFL SUNDAY TICKET FRANCHISE RESULTED IN CUSTOMER GROWTH OF OVER 10MM NEW AVID SUBSCRIBERS

MULTIPLE EMMY AWARDS FOR INTERACTIVE SPORTS EXPERIENCES AND MULTIPLE JD POWER CUSTOMER SATISFACTION AWARDS

FOUNDING SHAREHOLDERS REAPED HUGE EQUITY GAINS AMID HIGH VALUATION ACQUISITIONS FROM NEWS CORPORATION AND AT&T