Extra
AT&T, Verizon's broadband strategies; tech firms' M&A options in video gaming

Mark Anthony Gubagaras
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Here are the editors' top picks from S&P Global Market Intelligence's technology, media and telecommunications news and Kagan research during the week ended Feb. 4.

Broadcast

2022 outlook: Challenges, opportunities facing US TV, radio stations

In its annual outlook of the broadcast segment, Kagan research has identified the major factors influencing the U.S. TV and radio sectors, including advertising, retransmission, technology and M&A.

Capital Markets

Investors weigh EA's future amid gaming consolidation, Q4'21 misses

Video game publisher Electronic Arts Inc. saw a bump in share price amid M&A speculation in January, but analysts say there are several reasons why EA is likely to remain independent.

Consumer Insights

Cable news SVOD subscribers may look little like traditional viewers

Survey data of current Fox Nation viewers suggests the audiences for online cable news subscription video-on-demand services, at least initially, bear little resemblance to traditional cable news audiences.

Internet & OTT

SVOD and AVOD service launches in the US slow, still significant

Streaming service launches in the U.S. may have slowed in recent years from the frenzied pace set in 2015-2019, but a variety of new offerings continue to enter a crowded space.

Mobile

Wireless moves from 'hobby' to growth engine for cable operators

With broadband growth slowing, wireless has ascended to become the long-term growth driver for Charter Communications Inc. and Comcast Corp., analysts say.

Multichannel

AT&T's fiber deployment vs. Verizon's fixed wireless bet

AT&T Inc. is investing heavily on deploying fiber to more homes in a bid to win fixed broadband customers. Verizon Communications Inc., meanwhile, is betting on its fixed-wireless home internet service.

Broadcast TV fees show gradual increase in early 2022

The estimated weighted national average monthly broadcast fee taken from the top U.S. video operators increased to $16.02 as of January 2022.

Regulatory

Gigi Sohn's path to FCC looks even rockier amid new hearing, recusals

The Senate Commerce Committee has decided to hold a second nomination hearing for Federal Communications Commission nominee Gigi Sohn, a move public interest advocates called "highly unusual." Policy experts warn the more time that passes, the less likely confirmation seems.

Technology

Premium valuation a moving target in $16.5B Citrix acquisition

The $16.50 billion deal to acquire Citrix Systems Inc. represents the largest acquisition on record for buyers Vista Equity Partners and Evergreen Coast Capital Corp., as well as a liquidity event for Citrix investors after a volatile year on the market.

Top tech firms still have metaverse M&A options in the video game space

In the wake of Microsoft Corp.'s blockbuster deal for Activision Blizzard Inc., our analysis identifies valuations for 357 companies in home entertainment software and details some of the most attractive acquisition targets.

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AT&T Intellectual Property I L.P. Patent Issued for Virtual reality gaming utilizing mobile gaming (USPTO 11202961)

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2022 JAN 12 (VerticalNews) -- By a News Reporter-Staff News Editor at Telecommunications Weekly -- AT&T Intellectual Property I L.P. (Atlanta, Georgia, United States) has been issued patent number 11202961, according to news reporting originating out of Alexandria, Virginia, by VerticalNews editors.

The patent's inventors are Hall, Robert J. (Berkeley Heights, NJ, US).

This patent was filed on April 5, 2019 and was published online on December 21, 2021.

From the background information supplied by the inventors, news correspondents obtained the following quote: "Video games are extremely popular. As a result of advances in technology, physical activity of a player can be incorporated into a video game (e.g., Nintendo's(R) Wii(TM)) Players of video games involving physical activity and/or movement are typically limited to playing the games within restricted environments. For example, players of many gaming systems interact with the gaming system via wired and/or wireless controllers. The controllers have a limited range, thus, limiting physical video games to indoor use within a limited range from a gaming console and/or home entertainment system. Even wireless controllers limit game play to a small portion of a room by ultra short-range signals used to allow a player to see the video monitor. Often game consoles must be positioned on a stable, flat surface, and require 110 volt connections to a power supply. These characteristics leave gaming consoles with little to no portability.

"Multiplayer versions of video games involving physical movement typically allow multiple players to compete against one another. Players may be located within one physical area, with simultaneous access to one gaming console, or may be located at various physical areas and link up over a network such as the Internet. Despite the physical distance separating them, players engaged in a multiplayer game from different physical locations still have the above described limited movement restriction imposed upon them. Further, these games typically rely on the constant presence of wireless and/or wireline network connectivity. If access to the network is interrupted, for even very short periods of time, the multiplayer gaming experience can be deteriorated or lost altogether. Thus, it is sometimes not possible to enjoy multiplayer gaming involving physical movement at all, for example in a remote geographic area with limited or no network service available."

Supplementing the background information on this patent, VerticalNews reporters also obtained the inventors' summary information for this patent: "A mobile device is configured as a point and shoot type weapon for gaming, training, or the like. Utilizing the mobile device (such as a smart phone for example) based weapon, a user thereof can simply aim the mobile device at a target and shoot. In an example embodiment, the target also includes a mobile device, such as a game player carrying a mobile device, for example. Shooting may be accomplished by tapping the mobile device, activating a button or soft key on the mobile device, making a gesture (e.g., moving a finger as if a trigger is being pulled), providing an audible command (e.g., “shoot”), or the like. Thus, players of a game, for example, can implement physical real-time tactics involving dexterity and speed to play the game.

"In an example embodiment, data acquired via sensors (e.g., position sensors, GPS-based position sensors, point-angle sensors, accelerometers, etc.) on mobile devices are used to determine a target hit zone, target hit trajectory, and/or whether a target has been hit. In an example configuration, a shooting device comprises a position sensor and a point-angle sensor, and a target device comprises a position sensor. Data streams acquired from sensors are utilized to compute analytic geometric measures that are then used in conjunction with pre-computed values to determine if a target has been hit. In an example embodiment, pre-computed values are determined based upon Monte Carlo simulations incorporating statistical error models of the sensors. Contours within the geometric measure space are calculated to determine weapon effect areas.

"In an example, a gaming device may include a processor and a memory coupled with the processor. The memory may include executable instructions that when executed by the processor cause the processor to effectuate operations including identifying a triggering of a first virtual element associated with a game and sending a first message to a first device based on information associated with a target effect area of the first virtual element. The information associated with the target effect area includes: an indication of the location of

the gaming device at a time of the triggering of the first virtual element and an indication of the aim angle at which the gaming device was positioned at the time of the triggering of the first virtual element.

"Additionally, a scalable wireless geographic broadcast (“geocast”) protocol may be utilized for inter-device communications to support the messaging needed to implement a shot transaction. The geocast protocol does not depend upon a network infrastructure, such as 3G, 4G, LTE, a WiFi hotspot, or the like. Rather, the geocast protocol uses the radio communications capability of the mobile devices."

The claims supplied by the inventors are:

"1. A gaming device comprising: a processor; and a memory coupled with the processor, the memory comprising executable instructions that when executed by the processor cause the processor to effectuate operations comprising: identifying a triggering of a first virtual element associated with a game; and sending a first message to a first device based on information associated with a target effect area of the first virtual element, wherein the target effect area is based on a blocked view from the first device created by a feature of a physical terrain proximate to the first device, wherein the feature of the physical terrain comprises a protruding entity, wherein the information associated with the target effect area comprises: an indication of a location of the gaming device at a time of the triggering of the first virtual element; and an indication of an aim angle at which the gaming device was positioned at the time of the triggering of the first virtual element.

"2. The gaming device of claim 1, wherein the game is based on a physical geographic area associated with the gaming device and the first device.

"3. The gaming device of claim 1, wherein the first virtual element is at least one of a beam, a projectile, or a grenade.

"4. The gaming device of claim 1, the operations further comprising receiving a gesture on the gaming device that is indicative of the triggering of the first virtual element.

"5. The gaming device of claim 1, wherein the indication of the aim angle at which the gaming device was positioned at the time of the triggering of the first virtual element is based on information received from a sensor, the sensor comprises one or more of the following: a GPS-based position sensor, an accelerometer, a motion detector, an acoustic sensor, or a tilt sensor.

"6. The gaming device of claim 1, the operations further comprising receiving an audible command that is indicative of the triggering of the first virtual element.

"7. The gaming device of claim 1, the operations further comprising receiving a second message from a remote gaming device, the second message comprising information associated with a second target effect area associated with a triggering of a second virtual element, the information associated with the second target effect area comprising: an indication of a location of the gaming device at a time of the triggering of the second virtual element by the gaming device; and an indication of an aim angle of the gaming device at the time of the triggering of the second virtual element.

"8. The gaming device of claim 7, the operations further comprising: determining whether the gaming device is within the second target effect area at a determined time; and determining that the gaming device has been virtually hit by the second virtual element when the gaming device is in the second target effect area at the determined time.

"9. The gaming device of claim 7, the operations further comprising: determining that the gaming device has been virtually missed by the second virtual element when the gaming device is determined not to be in the second target effect area at a determined time.

"10. The gaming device of claim 8, wherein the determination as to whether the gaming device is in the second target effect area at a determined time is based on a result of an adjudication function.

"11. The gaming device of claim 7, the operations further comprising determining that the gaming device has been virtually hit by the second virtual element when a distance between a current location of the second virtual element and a current location of the gaming device is less than a threshold distance.

"12. The gaming device of claim 7, the operations further comprising determining that the gaming device has been virtually missed by the second virtual element when a distance between a current location of the second virtual element and a current location of the gaming device is greater than a threshold distance.

"13. The gaming device of claim 1, wherein the game is played within a geographic area having an edge boundary that is approximately a radio range of the gaming device.

"14. The gaming device of claim 1, wherein the gaming device is a projectile type weapon.

"15. The gaming device of claim 1, wherein the first device is a remote gaming device targeted by the gaming device.

"16. A targeted gaming device comprising: a processor; and a memory coupled with the processor, the memory comprising executable instructions that when executed by the processor cause the processor to effectuate operations comprising: receiving a message associated with a game from a remote gaming device, the message comprising information associated with a target effect area of a virtual element, wherein the target effect area is based on a blocked view from the remote gaming device created by a feature of a physical terrain proximate to the remote gaming device, wherein the feature of the physical terrain comprises a protruding entity, the information associated with the target effect area comprising: an indication of a location of the remote gaming device at a time of triggering of the virtual element by the remote gaming device; and an indication of an aim angle of the remote gaming device at the time of the triggering of the virtual element of the remote gaming device.

"17. The targeted gaming device of claim 16, the operations further comprising: determining that the targeted gaming device is within the target effect area at a determined time; and determining that the targeted gaming device has been virtually hit by the virtual element when the targeted gaming device is in the target effect area at the determined time.

"18. The targeted gaming device of claim 17, wherein the determination that the targeted gaming device is within the target effect area at the determined time is based on a result of an adjudication function based on a depth of the targeted gaming device.

"19. The targeted gaming device of claim 16, the operations further comprising: determining that the targeted gaming device is not within the target effect area at a determined time; and determining that the targeted gaming device has been virtually missed by the virtual element when the targeted gaming device is not within the target effect area at the determined time.

"20. A computer readable storage medium storing computer executable instructions that when executed by a computing device cause said computing device to effectuate operations comprising: identifying a triggering of a first virtual element associated with a game; and sending a first message to a first device based on information associated with a target effect area of the first virtual element, wherein the target effect area is based on a blocked view from the first virtual element created by a feature of a physical terrain proximate to the first device, wherein the feature of the physical terrain comprises a protruding entity, wherein the information associated with the target effect area comprises an indication of a location of the computing device at a time of the triggering of the first virtual element."

For the URL and additional information on this patent, see: Hall, Robert J. Virtual reality gaming utilizing mobile gaming. U.S. Patent Number 11202961, filed April 5, 2019, and published online on December 21, 2021. Patent URL: http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11202961.PN.&OS=PN/11202961RS=PN/11202961

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AT&T teams with NVIDIA for 5G gaming boost

Saf Malik
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English

New and existing AT&T 5G customers are eligible to receive a six-month GeForce NOW Priority membership for $50.

AT&T subscribers can redeem the free six months of GeForce Now on AT&T's sign-up page.

"NVIDIA is the latest leader that has tapped AT&T 5G to turn cloud gaming up a notch because we supply the power, speed and responsiveness you need when mobile," said David Christopher, executive vice president and general manager, partnerships and 5G ecosystem development, AT&T.

"These collaborations give us the insight and expertise to deliver gaming at its best as we optimise our network today and for what's to come in the future.

"Cloud gaming is just the beginning of the gaming evolution and our network will be ready for the changes that are on the horizon."

Nvidia adds that GeForce Now is being optimised for AT&T's network and promised technological developments to bolster the service in the future.

The firms are aiming to reduce latency on 5G networks as the partnership progresses.

Phil Eisler, vice president and general manager of GeForce NOW at NVIDIA added: "Pairing NVIDIA GeForce NOW with AT&T 5G delivers ultra-responsive cloud gaming backed by a fast, reliable network.

"We are thrilled to work with AT&T to optimise cloud gaming over 5G, and to deliver an exclusive deal that brings high-performance cloud gaming to iPhone and Android users."

The partnership represents yet another instance of a telco delving further into the world of gaming.

Last year it was predicted by research firm Analysys Mason that operators will begin to diversify their strategies to capture some of the $180 billion digital gaming industry this year.

The news broke as AT&T confirmed it added 880,000 monthly paying phone subscribers in the fourth quarter and one million fibre subscribers over the full calendar year 2021. CFO Pascal Desroches will share more details on those figure at 10am ET on 5 January.

Document CAPMAG0020220124ei150000j

GRPL Seymour branch providing virtual learning hub for GRCC students and Grand Rapids residents through AT&T grant

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UWIR
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Grand Rapids Community College ; Grand Rapids, MI - featured news

grcc

local

By Anthony Clark Jr.

0

Students Ray Harig, Diego Suarez and Jimena Velasquez. with tutor Nathan Reinke (GRCC/Andrew Schmidt)

Grand Rapids Community College partnered with Grand Rapids Public Library and the AT&T Foundation to create a learning hub that provides computers,Wi-Fi, bus passes and more for students struggling to find access to these resources.

The AT&T Foundation provided a $25,000 grant to the GRPL Seymour branch to assist in the efforts to provide the necessary services and resources to underserved GRCC students and Grand Rapids community members.

“The Seymour Learning Hub is a fantastic example of strong community partnerships coming together to help our students,” stated GRCC Communications Director Dave Murray. “The AT&T Foundation has focused on helping students, including a $10,000 scholarship earlier this year. The AT&T Aspire program created scholarships to benefit 10 low-income… first-generation college students.”

GRCC tutors are available on-site to assist students with reading, writing and research skills. Students can also use the branch’s computers and wifi to access online GRCC tutoring services, and receive help with enrollment, financial aid and placement test questions.

“AT&T was open to other opportunities to support our students, and wanted to help eliminate obstacles to success,” Murray stated. “The Seymour Learning Hub is an opportunity to address several challenges. Associate Dean David Selmon has worked to create a program that is effective and makes great use of AT&T‘s generous grant. This is a pilot program, and we have not determined how it might expand at this point.”

The learning hub is open Monday and Tuesday from 3 p.m. to 8 p.m., Wednesday and Thursday from 1 p.m. to 6 p.m. and Saturday from 1 p.m. to 5 p.m. The Seymour branch is located on 2350 Eastern Ave SE. More information about the library’s open hours and resources can be found here.

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Local News
AT&T makes virtual classroom a reality

Staff Writer
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English

VALDOSTA — AT&T has donated $25,000 to Wiregrass Georgia Technical College's Online Center.

The college's online programs were recently recognized among the top in the nation for online community colleges by OnlineSchoolsGuide.net, college officials said in a statement.

Wiregrass Tech plans to develop an Online Faculty Center that would upgrade the virtual classroom experience, expand the programs offered online, and increase student accessibility.

The Online Faculty Center will be equipped with various technologies that will allow instructors to produce high-quality live lectures, prerecorded lectures and/or lab activities. The center will be located in the Distance Learning Suite on the Valdosta campus; however, portable options that would be accessible to all campuses are being researched, college officials said.

"At AT&T, we understand the importance of closing the digital divide. We are proud to support Wiregrass Georgia Technical College to enhance the virtual classroom experience, expand online programming and increase student accessibility - equipping Wiregrass students with resources to reach their academic dreams," said Gary Sanchez, AT&T Georgia manager of external affairs. "When our students succeed, we all succeed."

Wiregrass President DeAnnia Clements said, "We are so appreciative of this generous donation to the college from our partners at AT&T. Wiregrass is committed to delivering a world-class education to our service area and we believe the Online Faculty Center will help our faculty provide an even better online experience for our students."

Wiregrass is accepting new students for spring semester; classes begin Jan. 10. Anyone interested in taking classes online or learning more about the programs offered can contact www.wiregrass.edu.

The college is offering two new online programs for spring semester: social media specialist and AWS Cloud solutions.

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Public.

AT&T Inc. - “Endless Learning Opportunities”: What the Metaverse Will Mean for Education

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"Endless Learning Opportunities": What the Metaverse Will Mean for Education

AT&T EVP and GM of Partnerships & 5G Ecosystem Development David Christopher joined a collective of industry executives and education leaders to share insights and opinions on how the metaverse will change education. The discussion, moderated by Fast Company's Ted Brown, focused specifically on how advancements in technology and 5G networks could help bridge the digital divide and change the way we interact with the world around us, consume information and learn.

"This is one of the biggest leaps since the days of the mobile internet. With this fusion of 5G and learning with the metaverse, we're going into some extraordinary times," says futurist and forensic optimist Chris Riddell. "It's this fusion of games, augmented reality, virtual reality, and mixed reality. But it's not just those mashed together. It's a completely new social environment for us to live in and jump out of the crazy world that we're in at the moment." Riddell explains this is why technology companies are betting big on the future of the metaverse.

COVID-19 has forced many to explore new ways of consuming information and being entertained, increasing trust of AR and VR technology and setting the stage for metaverse technology to influence humanity in a similar fashion as the mobile internet did decades ago.

"The journey we're on to the metaverse is what's interesting," Christopher said. "Along that journey, we're going to have deeper immersion into virtual simulated worlds that we're not just looking upon, but we are within them. The learning opportunities within that journey are endless."

For example, students of all ages will be able to experience lessons right in front of them as opposed to reading from a 2D textbook. Traditional classroom practices may seem antiquated a decade from now as immersive virtual spaces with activity-oriented class participation through gamification become commonplace.

Christopher reflected the education evolution he's already witnessed. "I learned geometry a 2D textbook modality, and I struggled. Fast forward to today and I watched my daughter learn via Khan Academy tutorials which had much more engaging visuals that totally changed the learning experience for her."

"The immersive nature of these technologies and the potential for education, especially for students who aren't necessarily engaged in school, is huge," said panel participant Ariam Mogos, a tech lead and educator at Stanford D. School. "Where I think we have to be cautious is thinking about the role of educators and education administrators. The metaverse being composed of many different technologies and tools. To create an effective engaging learning experience, educators have to be versed in these technologies and understand how to design with them."

Mogos added that as these tools become more ubiquitous, it's essential that educators of all levels are being empowered with the necessary support and instruction so they can lead from a strong level of understanding.

"Experiential education and the journey of AR and VR to eventually the Metaverse is really applicable to instructional learning," Christopher says. "Studying anatomy, you are using it to look at the body for deeper understanding in ways that 2D could not do. That's an amazing capability. We're seeing those use cases today. And if you are an engineering or architectural student, those are use cases where it really works. In other cases, we'll have to be really smart to apply it in true value add ways."

Another major theme during the panel was bridging the digital divide, as technology backed by advanced communications networks could narrow the separation and make it a more level playing ground.

"Emerging technologies and connectivity can be a valuable, quick, and really effective alternative to brick-and-mortar solutions," Mogos says. "We're actually seeing a lot more of those AR and VR solutions in countries like India."

AT&T has made a commitment to invest in next generation learning platforms and programs. Creating networks that are ubiquitous, providing broad access and investing in initiatives that help develop new skills and opportunities for future learners. That's why AT&T is building on its $2 billion dollar commitment to help close the digital divide.

"The pandemic has proven the acceleration of how we are able to adopt technology," Riddell says. "We've gone around a turning point. We've truly seen the amazing possibilities and opportunities technology like this can bring. If we set this platform right now, we'll define the next 100 years of society that we've never ever seen before."

Christopher adds that harnessing the power of the network is crucial to making the metaverse a reality and have it work for all.

"Building these new capabilities on these advanced networks is critical to making our country more competitive by developing the next generation of leaders. When you combine the power of these networks with these emerging tools, we can fundamentally change education which is a must for society."

MIL-OSI Economics: Launching AT&T Station, a Virtual Reality Experience featuring 100 Thieves

367 words
2 October 2021
ForeignAffairs.co.nz
PARALL
English

Source: AT&T

Download release (PDF)

AT&T LAUNCHES AT&T STATION FEATURING 100 THIEVES, A CUSTOM-BUILT VIRTUAL REALITY WORLD WITHIN VRCHAT

AT&T Station Features 100 Thieves Content and Cutting-Edge Experiences for Fans

AT&T, continuing its ongoing collaboration with premium, gaming organization and lifestyle brand 100 Thieves, is launching its own virtual reality world - AT&T Station - within the popular, and free-to-play game, VRChat.

AT&T Station is a groundbreaking experience spanning gaming, apparel and culture. It connects fans to the best of AT&T technology, HBO Max content and their favorite 100 Thieves creators. Using either a PC or a PC-tethered VR headset, users can connect with one another, play interactive games inspired by 100 Thieves personalities, watch HBO Max trailers on a cinema-sized screen and more.

Fans who visit AT&T Station during the first week will receive two exclusive AT&T x 100 Thieves virtual avatars to use anywhere in VRChat. These limited-edition avatars are outfitted in real-world 100 Thieves apparel, the Foundations line, which has never before been available as a digital product.

Starting today, five 100 Thieves content creators and AT&T Brand Ambassadors - Yassuo, BrookeAB, NoahJ456,Valkyrae and Hiko - will be streaming a first look at AT&T Station on their respective channels.

With a surge in gaming during the pandemic, interest in technologies like VR has risen as well. According to a Grand View Research gaming industry analysis, the global virtual reality gaming market size is anticipated to reach $69.6 billion USD by 2028*.

AT&T and 100 Thieves launched their relationship earlier this year. As the Official 5G and Fiber Innovation Sponsor of 100 Thieves, AT&T is working to deliver original gaming content and live events highlighting 5G and AT&T Fiber. In addition, AT&T created the AT&T VALORANT Training Room at the 100 Thieves Cash App Compound, which is equipped with the latest AT&T products and services to provide the ideal practice ground for this elite team. AT&T is featured on 100 Thieves team jerseys.

MIL OSI Economics -

Document PARALL0020211001eha200137

AT&T and 100 Thieves are bringing their partnership into the metaverse with the AT&T Station

Alexander Lee
997 words
1 October 2021
Digiday
DIGIDAY
English

AT&T and prominent esports organization 100 Thieves are joining forces to launch the AT&T Station, a virtual reality space located in the VR platform VRChat. The virtual experience is AT&T's first foray into the metaverse, and 100 Thieves' first experiment in digitizing its lucrative apparel lines.

AT&T independently worked with VRChat to begin developing the experience before inviting 100 Thieves to join the initiative. Since the esports org and telecom company announced their partnership in January, AT&T has featured heavily on 100 Thieves jerseys and social media and funded a training room for the first-person shooter title Valorant in the team's Los Angeles headquarters. According to 100 Thieves associate director of account partnerships Kelsey Schultz, AT&T "felt it was only natural to bring 100 Thieves into the product as leaders in the gaming space."

In addition to devising the activation, AT&T provided the funding, with creative support from 100 Thieves. Representatives of both companies declined to provide specific details about their financial relationship, but the funds behind the AT&T Station experience came directly out of AT&T's gaming budget. "Looking at some of our emerging properties, we carve out support so we can continue to grow in that space," said AT&T assistant vp of sponsorships and experiential Sabina Ahmed.

The AT&T Station experience is deeply immersive, taking the form of a series of virtual rooms surrounded by water and a starfield invoking images of outer space. There are two levels, enabling users to set up camp around virtual hot tubs and campfires or grab a box of VR popcorn before entering a screening room featuring WarnerMedia properties such as "The Suicide Squad."

The 100 Thieves area of the experience is inspired by the team's meme-fueled and streetwear-inspired sensibilities, with virtual recreations of 100 Thieves apparel, a 100 Thieves trivia game and a room that allows users to sort pizza toppings into tiered rankings. "The partnerships team worked closely with 100 Thieves' internal brand, marketing, content and apparel teams to ensure the 100 Thieves were in line with brand standards and the Foundations [100 Thieves clothing line] displays were as realistic as possible," Schultz said.

According to 100 Thieves member and co-owner Rachell "Valkyrae" Hofstetter, demand for virtual reality and metaverse content has been rising among 100 Thieves fans in recent years. The company has responded accordingly: in November 2020, 100 Thieves allowed fans to explore a virtual version of its headquarters in Fortnite's Creative mode and the team launched a custom Minecraft server to help promote an apparel line in September. Though this is the first time 100 Thieves has activated within virtual reality proper, Hofstetter feels it is important for users to be able to access the experience without using VR headsets. "VR headsets tend to make me dizzy," Hofstetter said, "so having the ability to explore the AT&T Station without one and still have a great user experience was really cool."

From 100 Thieves' perspective, the most unique aspect of the activation was the opportunity to display and sell the team's apparel in virtual space. Streetwear "drops" have long been a prominent aspect of 100 Thieves' business strategy: in 2019, The Verge described the team as "the Supreme of esports." The organization's trendy designs take cues from mainstream streetwear brands and the hip-hop world, enticing its culture-savvy fan base. Limited-edition 100 Thieves apparel "drops" often sell out in a matter of hours.

The designers of the AT&T Station used Unreal Engine to dress virtual mannequins in realistic recreations of garments from 100 Thieves' Foundations apparel line; while it isn't possible for users to actually don these recreations quite yet, the activation does offer them a pair of limited-edition 100-Thieves-inspired VRChat avatars. "There are clickable links on each of the Foundations apparel items displayed in the AT&T Station," Schultz said. "These links go directly to the 100 Thieves website where you can purchase the apparel."

Getting involved in a virtual space like the AT&T Station was a natural evolution for the telecom company, according to Ahmed. "We're very organic to the world of gaming," she said. "Our technology, particularly on 5G and fiber, really lends itself well to a gaming experience."

The purpose of inviting 100 Thieves into the space was primarily for demographic outreach. Approximately 75 percent of VRChat users are between the ages of 18 and 34 — the target demographic of 100 Thieves —

according to a 2019 report by metaverse consultant Wagner James Au. While AT&T is well-equipped with all the tech necessary to build the space, the company hopes to fill it by promoting the experience on 100 Thieves' streams and social accounts.

The AT&T Station is both a unique activation and a fully immersive experience, but it is perhaps most exciting for the future it portends. While the virtual space will remain accessible in VRChat through at least the end of 2021, for it to be truly metaversal, it must be persistent, a digital space that exists indefinitely as part of a fully accessible virtual world.

The activation's digital garments — and associated e-commerce opportunity — could represent the first step toward a streetwear drop that exists entirely within the virtual space. As the barrier between physical and digital life continues to fall away, increasing numbers of brand partnerships are likely to follow the blueprint of the AT&T Station.

"We're excited to see where this takes us," Ahmed said. "We want to make sure we kind of start here, but the world is infinite, and we're excited to continue to grow this partnership."

The post AT&T and 100 Thieves are bringing their partnership into the metaverse with the AT&T Station appeared first on Digiday.

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AT&T Built a Virtual Reality Island Complete With a Movie Theater and a Clothing Store

Patrick Kulp
677 words
1 October 2021
Adweek
ADWE
English

AT&T has teamed up with lifestyle and gaming brand 100 Thieves to build a virtual reality space geared towards socialization.

The heavily branded "AT&T Station" is a spaceship-like area within the social VR platform VRChat that offers a movie theater for HBO Max titles; games like trivia, billiards and hide-and-seek; and a clothing store full of shoppable 100 thieves merchandise. The experience can be accessed either with a VR headset and hand controllers or simply through a desktop computer.

The activation is the latest example of a brand wading into the so-called metaverse, a collection of shared online worlds populated by user avatars, as consumers become more amenable to such remote immersive experiences during the pandemic.

"It's a really amazing, groundbreaking new experience that puts AT&T at the center of gaming and technology and culture," said Sabina Ahmed, AT&T's assistant vp of sponsorships and experiential. "We really wanted to find a platform that gives us a good number of available users and fans that are already engaging in that space and then obviously find ways to make sure that we create a truly immersive experience for them."

The experience consists of a sleek, bi-level space surrounded by an outer space background visible through the windows. Nods to AT&T branding and inside jokes between 100 Thieves and their fans are scattered throughout, in addition to mini-games like a billiards table and a trivia contest. Different rooms branching from the main area offer social gathering spaces like an animated hot tub and a fire pit with flames in AT&T's signature blue color.

"We're always looking to show up for our community in unexpected ways that deliver on that 'holy shit' moment," said 100 Thieves chief revenue officer Matty Lee. "AT&T has been a great long term partner, and they know us. So, when they came to us with the idea, it seemed like a really exciting way to deliver value to our community and the broader VRChat audience with creative integration of some of our business lines like apparel, content, as well as our talent."

<body><figure class="wp-block-image size-large"> <picture class="wp-image-1353904"> <source srcset="https://www.adweek.com/wp-content/uploads/2021/09/3ATTStation_Courtyard-1024x576.jpeg.webp" type="image/webp"> <source srcset="https://www.adweek.com/wp-content/uploads/2021/09/3ATTStation_Courtyard-1024x576.jpeg" type="image/jpeg"> </picture><figcaption class="p-2 m-0 text-left">The main courtyard of the experience.AT&T</figcaption></figure></body> <body><figure class="wp-block-image size-large"> <picture class="wp-image-1353905"> <source srcset="
https://www.adweek.com/wp-content/uploads/2021/09/4ATTStation_HBOMaxTheater-1024x576.jpeg.webp" type="image/webp"> <source srcset="https://www.adweek.com/wp-content/uploads/2021/09/4ATTStation_HBOMaxTheater-1024x576.jpeg " type="image/jpeg"> </picture><figcaption class="p-2 m-0 text-left">The entrance and concession area of the HBO Max theater.AT&T</figcaption></figure></body>

100 Thieves will also offer a storefront space with its latest clothing line available for purchase through shoppable links and streaming content from the company's own gaming streamers like Yassuo. "I'm eager to see the interactivity of VR continue to improve," Yassuo said in an email.

Virtual activations like these are becoming increasingly popular among brands across platforms like Roblox and VRChat as consumers have become better acquainted with technology like mixed reality and gaming during the pandemic. Roblox has hosted its own branded spaces where users can socialize via avatar like a Vans skatepark and a Hyundai Mobility Adventure experience.

<section class="section section--teaser section--teaser_partners section--teaser_partners--horizontal px-0 py-4">

Brands Are Scrambling to Get Onto Roblox. Is It Worth It?

</section>

Document ADWE000020211002eha100002

AT&T Doubles Down on AR and Cloud Gaming in Effort to Get Consumers Excited About 5G

Patrick Kulp
752 words
16 July 2021
Adweek
ADWE
English

With more Americans than ever now connected to some form of 5G, AT&T is rolling out a slew of new partnerships aimed at showing off the range of entertainment and consumer tech those connections can power.

At an event in New York, the telecom unveiled a series of deals with companies like Facebook's augmented reality lab, Google-owned cloud gaming service Stadia and the National Basketball Association that mostly centered on what experts say are two of 5G's most promising near-term applications: cloud gaming and mixed-reality.

The announcements come as AT&T prepares to spin off WarnerMedia and DirectTV to focus on its core wireless business--much like chief rival Verizonhas done with its own former media ambitions in the past couple of years.

The new projects included a Space Jam: A New Legacy-themed AR effect built in partnership with Facebook, more 5G-powered NBA in-stadium and at-home graphics and a partnership with Bookful that will bring children's books to life in AR. AT&T also said it's partnering with Boingo Wireless to bring 5G to more airports across the country.

5G awareness achieved

AT&T CMO Kellyn Smith Kenny said partnerships like these show the public the wide range of use cases for 5G in tangible ways. Thanks to new devices like the iPhone 12, people are generally aware of the concept of 5G and what it is in basic terms, Smith Kenny said--the company's next marketing goal is to show off its impact.

"People have heard of it, but they're like, 'Well, why does it matter to me? Why is that important?'" she said in an interview.

And while the current nascent state of 5G is still far from the full potential experts expect to eventually power a host of connected device markets ranging from smart cities to self-driving cars, Smith Kenny said AT&T is focused on some of the early applications where 5G can make a difference as it exists today--tech like AR, sports broadcasting and gaming.

"One of the things we've been trying to do is walk the line of foreshadowing a little about what's possible in the future. But with today's event, it's about the here and now--'How do we get people to understand that there's cool new things happening in sports? Or there's cool, interesting new things happening in entertainment?'" Smith Kenny said.

Various reports show the Covid-19 pandemic has had a huge effect on consumer awareness of technologies like mixed reality and gaming as the public turned to new ways of connecting while quarantine measures were in place. Smith Kenny said the shift has had a huge impact in how receptive consumers are to various 5G applications, particularly in the mobile gaming space.

"Five years ago--even three years ago--people wouldn't have thought that I can have high quality immersive gaming on a [smartphone]. You would have thought, 'I need to be either with a controller in front of my TV or on my PC with a hardwire fiber line jack into my computer to have that low latency," she said. "And with some of the work that we're doing with Google Stadia, people are having a completely different experience."

Maintaining media partnerships

Between the Space Jam-themed AR effects and a booth touting a new virtual reality experience at the Harry Potter store in New York, various WarnerMedia properties occupied a prominent place at the event. Smith Kenny said AT&T expects to continue to maintain a working relationship with the former Time Warner companies even as the telecom prepares to spin them off into a separate entity merged with Discovery Communications in the coming months.

"I don't actually think much will change with the two companies officially separate," Smith Kenny said. "And I think we'll continue to have really close relationship with WarnerMedia. They have incredible assets and it is a joy to be able to partner with them and market and co-market with them."

<section class="section section--teaser section--teaser_partners section--teaser_partners--horizontal px-0 py-4">

What Marketers Can Expect From 5G in 2021

</section>

Document ADWE000020210717eh7g0000a

MIL-OSI Economics: AT&T 5G Powers Proof-of-Concept Harry Potter Virtual Reality

287 words
15 July 2021
ForeignAffairs.co.nz
PARALL
English

Source: AT&T

Download release (PDF)

AT&T 5G Powers Proof-of-Concept Harry Potter Virtual Reality Experience

What's the news? AT&T has teamed with Warner Bros., Ericsson, Qualcomm, Dreamscape and Wevr on a proof-of-concept immersive location-based Harry Potter VR experience, Chaos at Hogwarts. This proof-of-concept gives a peek into how 5G can enhance future user-generated experiences.

Why is this important? By utilizing the high output and low latency characteristics of 5G paired with edge cloud mixed reality processing, we can change today's architecture to one more comfortable for fans, more proficient for creators and more productive for venue operators. As 5G continues to unfold in the world of entertainment, the future of immersive experiences is simply more - more vivid, more lifelike, more dynamic, and more comfortable.

How does 5G help? LTE does not support the bandwidth needed and Wi-Fi has too much overhead and can be congested. 5G pushes the VR experience to new heights by uniquely offering a solution where current wireless technologies end.

"At AT&T, we're always looking to push the envelope with innovative technology that helps us create experiences our customers have only imagined or don't expect at all," said David Christopher, Executive Vice President & General Manager, Partnerships & 5G Ecosystem Development, AT&T. "Fast network speeds contribute to customers having a great wireless experience when connecting to what they like most and this proof-of-concept shows what can be done when you combine the power of AT&T 5G with timeless entertainment."

To learn more about AT&T's 5G, visit here.

MIL OSI Economics -

Document PARALL0020210714eh7f0018v

AT&T Sells Playdemic Mobile Gaming Studio

by Chris Nolter
213 words
23 June 2021
The Deal
DEALNEW
English

AT&T Inc. (T) continues to divest assets with the Wednesday, June 23, sale of Warner Bros. Games Playdemic Ltd.

Redwood City, Calif., video game maker Electronic Arts Inc. (EA) is buying the mobile gaming company, which publishes "Golf Clash," for $1.4 billion.

Golf Clash, which has more than 80 million downloads, allows players to compete against other mobile users, either in one-on-one games or in tournaments.

Time Warner Inc. unit Warner Bros. Interactive Entertainment acquired acquired U.K.-based Playdemic in 2017. AT&T obtained the business when it purchased Time Warner in 2018 for $85.4 billion, or $108.7 billion, including the media company's net debt.

AT&T has been shedding businesses to reduce its leverage.

In May, the Dallas telecom and media company said it will spin off Warner Media and merge the business with Discovery Inc. (DISCA). AT&T will receive $43 billion in net value through a combination cash, debt and obligations that it will offload with Warner Media.

While Electronic Arts is buying Playdemic, the rest of the Warner Bros. Games portfolio is included in the Discovery merger. However, AT&T said it will keep the cash from its sale of Playdemic.

Document DEALNEW020210630eh6n00002

AT&T Intellectual Property I L.P. Patent Issued for Gesture control of gaming applications (USPTO 11003253)

1,255 words
17 June 2021
Politics & Government Week
POLGOV
1149
English

2021 JUN 24 (VerticalNews) -- By a News Reporter-Staff News Editor at Politics & Government Week -- According to news reporting originating from Alexandria, Virginia, by VerticalNews journalists, a patent by the inventors Zavesky, Eric (Austin, TX, US), filed on March 2, 2018, was published online on May 11, 2021.

The assignee for this patent, patent number 11003253, is AT&T Intellectual Property I L.P. (Atlanta, Georgia, United States).

Reporters obtained the following quote from the background information supplied by the inventors: "Exemplary embodiments generally relate to computer graphics processing, image analysis, and data processing and, more particularly, to display peripheral interface input devices, to tracking and detecting targets, to pattern recognition, and to gesture-based operator interfaces.

"Computer-based vision systems are used to control computers, video games, military vehicles, and even medical equipment. Images captured by a camera are interpreted to perform some task. Conventional vision systems, however, require a cumbersome calibration process."

In addition to obtaining background information on this patent, VerticalNews editors also obtained the inventors' summary information for this patent: "SUMMARY:"

The claims supplied by the inventors are:

"1. A method, comprising: executing, by a system comprising a processor, a gaming application; receiving, by the system, a digital image of a player of the gaming application; determining, by the system, first pixels within the digital image that define a gesture interaction region in a space located between the player and a display device displaying the gaming application, wherein the gesture interaction region was previously calibrated based on a previous position of the face of the player for a first mappinq of the qesture interaction region to second pixels of the display device; and interpreting, by the system, a gesture performed by the player represented by a subset of the first pixels defining the gesture interaction region, wherein the interpreting comprises a second mappinq, according to a difference of a current position of the face of the player in the digital image from the previous position of the face of the player when the gesture interaction region was previously calibrated, the subset of the first pixels defininq the qesture to a subset of the second pixels defininq a display object of the gaming application to which the interaction is directed, wherein the gesture represents an interaction with the gaming application.

"2. The method of claim 1, further comprising translating, by the system, the gesture performed by the player into a command.

"3. The method of claim 1, further comprising translating, by the system, the gesture performed by the player into a movement.

"4. The method of claim 1, further comprising translating, by the system, the gesture performed by the player into a task.

"5. The method of claim 1, further comprising identifying, by the system, the gesture.

"6. The method of claim 1, further comprising identifying, by the system, a marker-less gesture performed by the player.

"7. The method of claim 1, wherein the display object is a player selectable object.

"8. A system comprising: a processor; and a memory that stores executable instructions that, when executed by the processor, facilitate performance of operations, comprising: executing a gaming application; receiving a digital image of a player of the gaming application; determining first pixels within the digital image that define a gesture interaction region in a space located between the player and a display device displaying the gaming application, wherein the gesture interaction region was previously calibrated based on a previous

position of the face of the player for a first mapping of the gesture interaction region to second pixels of the display device; and interpreting a gesture, representative of an interaction with the gaming application, performed by the player represented by a subset of the first pixels within the digital image that define the gesture interaction region, the interpreting comprising: a second mapping, according to a difference of a current position of the face of the player in the digital image from the previous position of the face of the player when the gesture interaction region was previously calibrated, the subset of the first pixels defining the gesture to a subset of the second pixels defining a display object of the gaming application to which the interaction is directed.

"9. The system of claim 8, wherein the operations further comprise translating the gesture performed by the player into a command.

"10. The system of claim 8, wherein the operations further comprise translating the gesture performed by the player into a movement.

"11. The system of claim 8, wherein the operations further comprise translating the gesture performed by the player into a task.

"12. The system of claim 8, wherein the operations further comprise identifying the gesture performed by the player.

"13. The system of claim 8, wherein the operations further comprise identifying a marker-less gesture.

"14. The system of claim 8, wherein the display object is a player selectable object.

"15. A non-transitory machine-readable medium, comprising executable instructions that, when executed by a processor of a system, facilitate performance of operations, comprising: executing a gaming application; receiving a digital image of a player of the gaming application; determining first pixels within the digital image that define a gesture interaction region in a space between the player and a display device displaying the gaming application, wherein the gesture interaction region was previously calibrated based on a previous position of the face of the player for a first mappinq of the qesture interaction reqion to second pixels of the display device; and interpreting a gesture performed by the player represented by a subset of the first pixels defining the gesture interaction region, wherein the interpreting comprises a second mappinq, according to a difference of a current position of the face of the player in the digital image from the previous position of the face of the player when the gesture interaction region was previously calibrated, the subset of the first pixels defininq the qesture to a subset of the second pixels defining a display object of the gaming application to which the interaction is directed, wherein the gesture represents an interaction with the gaming application.

"16. The non-transitory machine-readable medium of claim 15, wherein the operations further comprise translating the gesture performed by the player into a command.

"17. The non-transitory machine-readable medium of claim 15, wherein the operations further comprise translating the gesture performed by the player into a movement.

"18. The non-transitory machine-readable medium of claim 15, wherein the operations further comprise translating the gesture performed by the player into a task.

"19. The non-transitory machine-readable medium of claim 15, wherein the operations further comprise identifying the gesture performed by the player within the gesture interaction region.

"20. The non-transitory machine-readable medium of claim 15, wherein the display object is a player selectable object."

For more information, see this patent: Zavesky, Eric. Gesture control of gaming applications. U.S. Patent Number 11003253, filed March 2, 2018, and published online on May 11, 2021. Patent URL: http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11003253.PN.&OS=PN/11003253RS=PN/11003253

Keywords for this news article include: Business, AT&T Intellectual Property I L.P..

Document POLGOV0020210617eh6h001g2

AT&T Intellectual Property I L.P. Patent Issued for Active network support on adaptive virtual reality video transmission (USPTO 11025994)

1,400 words
17 June 2021
Politics & Government Week
POLGOV
278
English

2021 JUN 24 (VerticalNews) -- By a News Reporter-Staff News Editor at Politics & Government Week -- From Alexandria, Virginia, VerticalNews journalists report that a patent by the inventors Han, Bo (Bridgewater, NJ, US), Liu, Zhengye (Pleasanton, CA, US), Wang, Jin (Fremont, CA, US), Wu, Xidong (San Ramon, CA, US), filed on January 6, 2020, was published online on June 1, 2021.

The patent's assignee for patent number 11025994 is AT&T Intellectual Property I L.P. (Atlanta, Georgia, United States).

News editors obtained the following quote from the background information supplied by the inventors: "Streaming media content, such as video is becoming more and more popular. Streaming panoramic or 360 degree video, for example, is experiencing an especially large increase in popularity. This, of course, places large demands in network infrastructure. In the case of streaming panoramic or 360 degree video, much of the bandwidth is wasted, as a viewer can only view a portion of such media at any one time. However, trying to accurately predict which portion a viewer will actually view is difficult."

As a supplement to the background information on this patent, VerticalNews correspondents also obtained the inventors' summary information for this patent: "SUMMARY:"

The claims supplied by the inventors are:

"1. A method comprising: sending, by a processing system having a processor, a base layer of a first portion of media content associated with a predicted field of view of a user to equipment associated with the user at a first priority; monitoring, by the processing system, a line of sight of the user; determining, by the processing system, an overlap of the line of sight and the predicted field of view; sending, by the processing system, an enhancement layer of a second portion of the media content associated with the overlap to the equipment of the user at a second priority, wherein the second priority is lower than the first priority; determining, by the processing system, a field of view error as a difference between the line of sight and the predicted field of view; and sending, by the processing system, a third portion of the media content associated with the field of view error to the equipment of the user at a third priority, wherein the third priority is higher than the first priority.

"2. The method of claim 1, wherein the predicted field of view is less than 180 degrees and wherein the sending the predicted field of view, further comprises sending more than 180 degrees centered on the predicted field of view.

"3. The method of claim 1, wherein the third priority dedicates a predetermined bandwidth to the field of view error to a detriment of network traffic at the first priority.

"4. The method of claim 1, wherein the media content includes virtual reality media content.

"5. The method of claim 4, wherein the equipment includes a virtual reality client device.

"6. The method of claim 1, wherein the sending the third portion further comprises sending a base layer of the field of view error.

"7. The method of claim 1, wherein the sending the third portion further comprises sending an enhancement layer of the field of view error.

"8. The method of claim 1, further comprising sending an enhancement layer of the field of view error at the first priority.

"9. The method of claim 1, wherein the sending the third portion of the media content associated with the field of view error at the third priority causes a delay in network traffic at the first priority.

"10. The method of claim 1, wherein the sending the third portion of the media content associated with the field of view error at the third priority further comprises sending the field of view error using bandwidth dedicated to potential field of view error.

"11. A device, comprising: a processing system including a processor; and a memory that stores executable instructions that, when executed by the processing system, facilitate performance of operations, the operations comprising: sending a base layer of a first portion of media content associated with a predicted field of view of a user to equipment associated with the user at a first priority; monitoring a line of sight of the user; determining an overlap of the line of sight and the predicted field of view; sending an enhancement layer of a second portion of the media content associated with the overlap to the equipment of the user at a second priority, wherein the second priority is lower than the first priority; determining a field of view error as a difference between the line of sight and the predicted field of view; and sending a third portion of the media content associated with the field of view error to the equipment of the user at a third priority, wherein the third priority is higher than the first priority.

"12. The device of claim 11, wherein the predicted field of view is less than 180 degrees and wherein the sending the base layer of the predicted field of view, further comprises sending more than 180 degrees centered on the predicted field of view.

"13. The device of claim 11, wherein the third priority dedicates a predetermined bandwidth to the field of view error to a detriment of network traffic at the second priority.

"14. The device of claim 11, wherein the sending the third portion of the media content associated with the field of view error further comprises sending a base layer of the field of view error.

"15. The device of claim 11, wherein the sending the third portion of the media content associated with the field of view error further comprises sending a base layer and an enhancement layer of the field of view error.

"16. A non-transitory machine-readable medium, comprising executable instructions that, when executed by a processing system including a processor, facilitate performance of operations, the operations comprising: sending a base layer of a first portion of media content associated with a predicted field of view of a user to equipment associated with the user at a first priority; determining, repeatedly, a line of sight of the user with respect to the media content; determining an overlap of the line of sight and the predicted field of view; sending an enhancement layer of a second portion of the media content associated with the overlap to the equipment of the user at a second priority, wherein the second priority is lower than the first priority; determining a field of view error as a difference between the line of sight and the predicted field of view; and sending a third portion of the media content associated with the field of view error to the equipment of the user at a third priority, wherein the third priority is higher than the first priority.

"17. The non-transitory machine-readable medium of claim 16, wherein the third priority dedicates a predetermined bandwidth to the field of view error to a detriment of network traffic at the first priority.

"18. The non-transitory machine-readable medium of claim 16, wherein the sending the third portion of the media content associated with the field of view error at the third priority causes a delay in network traffic at the first priority.

"19. The non-transitory machine-readable medium of claim 16, wherein the sending the third portion of the media content associated with the field of view error at the third priority further comprises sending the field of view error using bandwidth dedicated to potential field of view error.

"20. The non-transitory machine-readable medium of claim 16, wherein the equipment includes a virtual reality client device."

For additional information on this patent, see: Han, Bo. Active network support on adaptive virtual reality video transmission. U.S. Patent Number 11025994, filed January 6, 2020, and published online on June 1, 2021. Patent URL: http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fnetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=11025994.PN.&OS=PN/11025994RS=PN/11025994

Keywords for this news article include: Business, AT&T Intellectual Property I L.P..

Document POLGOV0020210617eh6h000j4

AT&T is spinning off WarnerMedia, leaves future of gaming division uncertain

157 words
18 May 2021
The Peninsula
PINSUL
English

Today, AT&T announced that it has agreed to spin off WarnerMedia and its subsidiaries with Discovery to form a new media company. The deal will see AT&T receive $43 billion and form one of the largest standalone entertainment companies, which will be particularly important in the years to come as company begins switching to streaming.

Unfortunately, the announcement does not cover everything. In particular, there is no mention of WB Games or Warner Bros. Interactive in the announcement for this new spin-off company. WB Games houses studios like Rocksteady Games, NetherRealm Studios, Avalanche Software and Monolith Productions. These studios oversee game development for valuable IP, including The Lord of the Rings, Mortal Kombat, Batman Arkham and DC Comics.

Currently, the WarnerMedia spin-off isnt expected to close until sometime next year and will need to be approved by shareholders.

Discuss on our Facebook page, HERE.

Document PINSUL0020210518eh5i0008g

ForeignAffairs
global open source intelligence

MIL-OSI Economics: AT&T Launches Its First-Ever Livestreamed Gaming Competition on Twitch

585 words
31 March 2021
ForeignAffairs.co.nz
PARALL
English

Source: AT&T

AT&T Annihilator Cup Launches with 20 Esports Competitors in New Livestreamed Twitch Competition

Livestreamed on AT&T's Twitch Channel and Hosted by Goldenboy, Competitors Battle It Out Over 5 Weeks to Win a Piece of a $300,000 Prize

Games Include Apex Legends, Counter-Strike: Global Offensive, Mortal Kombat 11, Halo 3 on Halo: The Master Chief Collection and Among Us

What's the news? AT&T is launching its first-ever livestreamed gaming competition with the Annihilator Cup, kicking off on Friday, April 2. Hosted by gaming superstar Alex "Goldenboy" Mendez and livestreamed on AT&T's new Twitch channel (twitch.tv/ATT), 20 contestants will battle it out across 5 games: Apex Legends, Counter-Strike: Global Offensive, Mortal Kombat 11, Halo 3 on Halo: The Master Chief Collection, and Among Us. The winner of the Annihilator Cup will win $100,000, and AT&T will award an additional "5Gs" ($5,000) each week to the top contestant.

How does it work? 5 games, 5 weeks, 20 players; a roster of diverse competitors including names like Shroud, Mizkif, Cloud9's PvPx and Emiru, as well as 100 Thieves' Yassuo and Tommey battle it out to see who will take home the Annihilator Cup. Each competitive week will consist of qualifier matches leading to a final match. The competition will also be featuring expert commentary from legendary casters like Chris Puckett for Halo 3 and Lauren "Pansy" Scott for CS:GO.

Where can I tune in? Watch live on Fridays from April 2 through April 30 at 4 p.m. ET on AT&T's Twitch channel. Highlights, standings, schedules and recaps will be posted on www.ATTAnnihilatorCup.com for viewers to access during any point of the competition.

Broadcast Schedule:

* April 2: Apex Legends

* April 9: Counter-Strike: Global Offensive

* April 16: Mortal Kombat 11

* April 23: Halo 3

* April 30: Among Us

Why is AT&T doing this? The Annihilator Cup is another example of how AT&T continues to deepen its commitment to powering and empowering the gaming and esports communities by providing the products, services and platforms they need to create meaningful connections.

Who's playing? Shroud, Yassuo, Mizkif, Bnans, Lirik, Emiru, Elspeth, fl0m, Tommey, Rated, PvPx, Sydeon, AlexiaRaye, Jake'n'Bake, EmZ, GoldGlove, King George, Keeoh and KelseyDangerous.

Who will be hosting and commentating? Goldenboy will be hosting the competition, and the expert commentators will be GlitterXplosion and Bravo for Apex Legends, Pansy and Potter for CS:GO, Rip and Tasty_Steve for Mortal Kombat, Puckett and Gaskin for Halo 3, and BallaTW and Kelly Link for Among Us.

What has AT&T done within gaming so far? Entering gaming and esports sponsorships in 2018, AT&T has built powerful connections with key gaming organizations. Most recently, AT&T became the Official 5G and Fiber Innovation Sponsor of 100 Thieves with a multi-year organization-wide and esports team sponsorship. Late last year, we announced the winner of the inaugural AT&T Unlocked Games, an all-women's game developer competition. AT&T also doubled down on their commitment to women in gaming by signing on as

the presenting sponsor of the Cloud9 White professional VALORANT team, which includes a roster of five talented women gamers. AT&T is committed to keeping the fan and gamer at the center, and is excited to continue doing so in 2021.

MIL OSI Economics -

Document PARALL0020210330eh3v0019a

PR Newswire
a CISION company

Virtual Human Interaction Lab at Stanford University Collaborates with MyndVR to Study Impact of Virtual Reality on Older Adults, with Support from AT&T 5G Technology

847 words
22 March 2021
19:00
PR Newswire
PRN
English

STANFORD, Calif., March 22, 2021 /PRNewswire/ -- The Virtual Human Interaction Lab (VHIL) at Stanford University, the pioneering lab focused on the psychological and behavioral effects of virtual reality, announced today a new study in collaboration with MyndVR, the leading provider of VR solutions for older adults. The Study will examine how older adults' use of VR affects their psychological well-being and their attitudes toward new technologies.

Researchers at Stanford's VHIL have been building immersive VR content and testing its effects on people for nearly two decades. Members of the Lab have published hundreds of scientific articles detailing the psychological and behavioral impacts of VR experiences. The Lab's founding director, Jeremy Bailenson, is considered one of the world's leading experts on the topic.

"Virtual Reality adoption has been growing significantly, and we're interested in both the immediate and lasting benefits it can provide," said Bailenson. "Working with MyndVR gives us access to a crucial population of older adults that were hit particularly hard by the isolation of the past year."

"Our goal since day one has always been to improve the quality of life for older adults," said Chris Brickler, CEO of MyndVR. "We are excited to be part of this study with such a prestigious team at Stanford and to provide this opportunity to the senior living communities within our network."

MyndVR has brought together a powerful consortium of industry collaborators to support this research, including AT&T and some of the world's most innovative senior living communities. By combining the MyndVR platform with AT&T 5G technology, the patient experience is further enhanced.

"We're entering a new age of digital therapeutics that harnesses the power of 5G and virtual reality," said Anne Chow, CEO, AT&T Business. "5G-enabled solutions benefit from faster speeds, reduction of latency, greater security and mass connectivity, and can represent a significant step forward in fueling more innovation across every business. We're proud to work with Stanford and MyndVR to contribute to the technology behind the future of healthcare."

Although the study is not limited to the US, the first communities to sign on to this groundbreaking study are John Knox Village in South Florida, Benedictine Living across the Midwest, St. Barnabas in Western Pennsylvania, the Long Island State Veterans Home in New York, Maple Knoll Village in Ohio, and Technology for Ageing & Disability WA (TADWA) in Australia, New Zealand and Oceania. MyndVR is also working with Therapy Management Corp (TMC), a leading provider of therapy services to hundreds of healthcare providers to bring this opportunity to their customers, further expanding the population of participants.

By participating in this research, communities and other healthcare providers will help conduct one of the largest-scale studies to-date of how VR affects this vitally important population and the role that technology could play in their overall health and wellness.

If interested in participating in the study, please contact MyndVR at https://www.myndvr.com.

About Stanford's Virtual Human Interaction Lab

Since its founding in 2003, researchers at VHIL have sought to better understand the psychological and behavioral effects of Virtual Reality (VR) and, more recently, Augmented Reality (AR). Almost two decades later, we are in the Dawn of the Virtual Revolution. VR is finally widely available for consumers, and every day we are seeing new innovations. It is critical, now more than ever, that we seek answers to these important questions: What psychological processes operate when people use VR and AR? How does this medium fundamentally transform people and society? And how can we actively seek to create and consume VR that enhances instead of detracts from the real world around us?

About MyndVR

MyndVR is the leading provider of Virtual Reality solutions for senior living communities, veteran homes, home health agencies, individual adults aging in their own homes, and other healthcare settings. The company has curated a vast library of VR content and created MyndVR Studios to produce exclusive therapeutic experiences that positively impact the lives of people across the continuum of care. MyndVR is committed to conducting extensive research in order to measure the therapeutic effect of VR. These studies will continue to measure healthcare outcomes, including cognitive, visual, emotional and physical effects on older adults. For more, visit http://www.myndvr.com.

About AT&T

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