

FOR IMMEDIATE RELEASE:

VANITY FAIR, CHEDDAR AND CONDÉ NAST ENTERTAINMENT PARTNER ON NEW WEEKLY LIVE SERIES, “VF HIVE ON CHEDDAR”

Series Premieres on February 19th, Airs Live Thursdays at Noon EST

NEW YORK AND LAS VEGAS - January 5, 2017 - *Vanity Fair*, Cheddar and Condé Nast Entertainment today announced a new partnership to create a live weekly half-hour series, “VF Hive on Cheddar.” Broadcasting from Cheddar’s studios on the trading floor of the New York Stock Exchange and the Sprint Flatiron Building Store, the series will feature reporters and editors from *Vanity Fair* covering the big events in business, politics, and technology. “VF Hive on Cheddar” will premiere on February 19th and air live from 12:00 pm to 12:30 pm (ET) every Thursday on *Vanity Fair*’s and Cheddar’s Facebook Live pages, Cheddar’s linear network available on Sling TV, Amazon, and other platforms, as well as across Condé Nast’s digital network.

“The Hive animates the worlds of Washington, Wall Street, and Silicon Valley—not to mention the egos that drive them—on a daily, even hourly, basis,” said *Vanity Fair* editor Graydon Carter. “And now I’m delighted to see this formula applied in the form of a weekly show on Cheddar, itself a terrific representation of how people are consuming media more voraciously than ever.”

Vanity Fair launched the Hive in June 2016. Since then, the Hive has hit nearly 6 million monthly unique visitors, and has consistently broken news that shapes the news cycle: Sarah Ellison on Roger Ailes’s ouster from Fox News, Nick Bilton on the Theranos mess, and Graydon Carter’s blistering essays on long-time adversary Donald Trump. The Hive earned millions more readers—and *Vanity Fair* added nearly 80,000 new subscribers—after President-Elect Trump tweeted that the brand was “Way down, big trouble, dead!”—seemingly in response to the Hive’s negative review of Trump Grill, which deemed it “the worst restaurant in America.”

“*Vanity Fair* is the gold standard of culture reporting,” said Jon Steinberg, CEO of Cheddar. “The Hive has built upon this brand and brought a direct and forthright perspective to covering the people and companies transforming our world. I look forward to toasting our partnership with the *Vanity Fair* Hive team over Taco Bowls and Tower cocktails at the Trump Grill in the coming week.”

Cheddar has been visited by a wide range of high profile guests, including CBS Chairman and CEO Les Moonves, Twitter CFO Anthony Noto, incoming CEO of Starbucks Kevin Johnson, Macy’s CEO Terry Lundgren, presidential candidate Gary Johnson, Akon, Zillow CEO Spencer Rascoff, Twitch co-founder Justin Kan, and Twilio CEO Jeff Lawson. It has also had execs from a wide range of startups including: Dropbox, HelloFresh, Lyft, Evernote, Gusto and Roku.

“The industry is changing rapidly and we’ve built a next-generation content business that is at the forefront of new platforms and technologies reaching today’s millennial and Gen Z audiences,” said Dawn Ostroff, president of Condé Nast Entertainment. “Cheddar is a pioneer in live broadcasting and is a perfect example of how savvy content creators are innovating and speaking to viewers in different ways.”

Condé Nast Entertainment (CNÉ) now ranks No. 22 in comScore’s Top 100 Video Properties among video views and No. 25 for UVs, its highest position to date.

CNÉ broke multiple records in November, reaching 20 million UVs, which was a 58% increase year-over-year, and accumulating 278 million total views, a 100% increase over 2015. The average viewer watched 38 minutes of CNÉ's digital video content, and the company totaled 759 million minutes watched.* CNÉ produces more than 5,000 pieces of original digital content per year, spanning all genres – documentaries, animation, comedies, celebrity and how-to. In addition to its growing digital video network, CNÉ also has six unscripted television series in production including the critically-acclaimed “Last Chance U” on Netflix and multiple scripted television pilots sold to several networks. The company recently wrapped production on the feature film “Granite Mountain,” starring Josh Brolin and Miles Teller, and is starting production on “The Old Man and the Gun,” starring Casey Affleck and Robert Redford.

*Source: comScore Media Metrix, November 2016

About Cheddar:

Cheddar is a live video news network focused on covering the most innovative products, technologies, and services transforming our lives. The network covers this news through the lens of the companies and executives driving these changes. Cheddar broadcasts from Post 10 on the floor of the New York Stock Exchange and the Sprint Flatiron Building Store. It is available on Sling TV, Amazon, Vimeo and Twitter. The company was founded by Jon Steinberg, President and Chief Operating Officer of BuzzFeed from 2010 to 2014. Its investors include Lightspeed Venture Partners, Comcast Ventures, Ribbit Capital, and Homebrew.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 100 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: *Vogue*, *Vanity Fair*, *Glamour*, *Brides*, *Self*, *GQ*, *GQ Style*, *The New Yorker*, *Condé Nast Traveler*, *Allure*, *Architectural Digest*, *Bon Appétit*, *Epicurious*, *Wired*, *W*, *Golf Digest*, *Golf World*, *Teen Vogue*, *Ars Technica*, *The Scene*, *Pitchfork* and *Backchannel*. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

Media Contact:

Joe Libonati, VP Corporate Communications, Condé Nast
Joe_libonati@condenast.com or 212-286-4916