

## Fox Sports 1's Colin Cowherd Adopts VCC

The VCC and FS1 have struck a deal that has Colin Cowherd striking conversations with key sports figures across the nation!



The collaboration began when Colin Cowherd's *The Herd* producers went looking for a more reliable, two-way, live video remote solution that would enhance, rather than impede, the show. Flexibility and efficiency, the hallmarks of the VCC platform, provide FS1 with an effortless means of initiating live interviews with coaches and athletes, as well as Fox Sports correspondents.

Catch VCC remotes on FS1 most weekdays, with *The Herd* airing as many as three live, VCC remote guest segments per show on FS1 between 12pm-3pm EST.