Twitter Thread by Weng



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$ROKU keeps their long term plans a secret. So I looked for clues in their job openings to see what their roadmap might look like. Producing original content, TikTok + more M&A? These are some game changers $ROKU might be hinting at.■■

$ROKU could be producing original content. There was a recent job opening for a Lead Production Attorney to work on its slate of original content. Work involves "drafting agreements to hire writers, actors, directors + individual producers". Quibi might not have been an 1-off.

Overview

Roku is looking for a Lead Production Attorney to work on its expanding slate of original content. The position reports directly to Vice President of Business and Legal Affairs, Programming & Distribution.

Key Responsibilities

- Serve as lead production attorney for Roku's original episodic and feature length productions.
- Work closely with Business Affairs and Programming on formulating deal terms and strategies.
- Draft and negotiate agreements, and providing legal guidance, primarily relating to the all manner of development and production agreements, including option purchase agreements, script acquisition agreements, life rights agreements, agreements to hire writers, actors, directors and individual producers, production services agreements, below-the-line agreements including for department heads, location agreements, clearances, prop rental agreements, likeness releases and credit memos.
- Advise on related areas of law (e.g., contracts, copyrights, trademarks, privacy, publicity, defamation).
- Interface with guilds and unions, and work with outside counsel on labor matters.

If that isn't enough, $ROKU is also hiring a 'Business Affair Lead' for their 'Original Programming Business' to negotiate agreements related to the development, sale and production of episodic/feature length programming. Experience in tv/film production required. ■

Key Responsibilities

- Serve as the Business Affairs lead for Roku's Original Programming business.
- Manage and mentor a Business Affairs associate and grow the BA team going forward.
- Negotiate and draft agreements, and providing legal guidance, primarily relating to the development, sale, production, finance and distribution of episodic and feature length programming.
- Advise on related areas of law (e.g., contracts, copyrights, trademarks, privacy, publicity, defamation).
- Involved in developing, implementing and administering the business policies and procedures for Roku's Original Programming business.
- Work with management, creative, sales, product, engineering, finance and human resources departments to provide information and business advice on a regular basis.
- Analyze business and legal issues related to development, production, acquisition, and finance of content.

Minimum Qualifications

- 8+ years of relevant business affairs experience.
- Juris Doctor and membership in good standing with the California Bar, or the ability to register as In-House Counsel in California.
- Substantial experience in television and film production either at a studio, network, streaming service or entertainment law firm.

If $ROKU is producing originals, then some of their moves in the past year start to make a lot of sense: releasing app versions of the Roku Channel, getting the Roku Channel inside Fire TV/Samsung TV and acquiring the license rights from Quibi. They could have set the foundation.

$ROKU is also looking for a 'Director of Programming' to help identify ways to "expand its global programming offering into new video and non-video experiences within The Roku Channel". Such as sports, esports, fitness as well as content from digital creators + social videos.



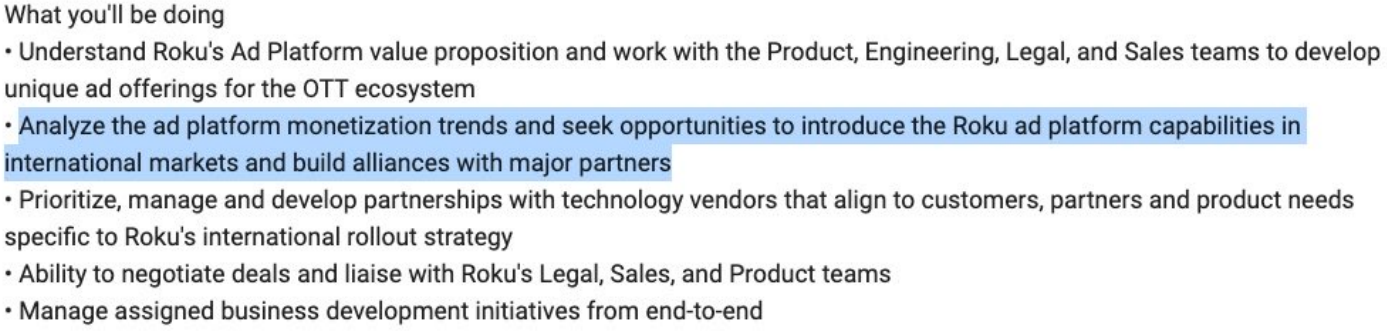
Director, Programming Business Strategy

The Role:

Roku is seeking a Director, Programming Business Strategy to join our Programming and Engagement Team. This role will be responsible for identifying opportunities for Roku to expand its global programming offering into new video and non-video experiences within The Roku Channel, Roku's O&O channel, and through other elements of the Roku platform. Examples may include categories (e.g. sports and esports, fitness, music), sources of content (e.g. digital creators, social videos), audience segments (e.g. multicultural, teen) and other distribution platforms (mobile, web, other OTT) across ad-supported, subscription and transactional experiences.

Content from “digital creators” means $ROKU could be interested in TikTok content. Coincidentally, $ROKU mentioned TikTok as a marketing channel for the first time ever in a marketing job opening this year. Roku realizes their audience is spending a lot of time on TikTok.

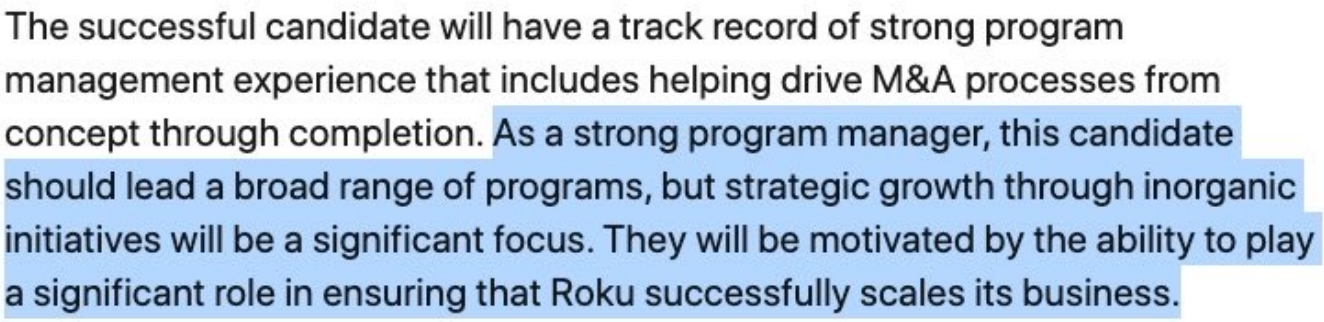
$ROKU has been building their international audience and they're now starting to monetize it. They are hiring for a ‘Senior Manager for International Ad Platform’ who can introduce the Roku ad platform capabilities in international markets and build alliances with major partners



What you'll be doing

- Understand Roku's Ad Platform value proposition and work with the Product, Engineering, Legal, and Sales teams to develop unique ad offerings for the OTT ecosystem
- Analyze the ad platform monetization trends and seek opportunities to introduce the Roku ad platform capabilities in international markets and build alliances with major partners
- Prioritize, manage and develop partnerships with technology vendors that align to customers, partners and product needs specific to Roku's international rollout strategy
- Ability to negotiate deals and liaise with Roku's Legal, Sales, and Product teams
- Manage assigned business development initiatives from end-to-end

Finally $ROKU is interested in more M&A. They are hiring a Director in Corporate Development. The job opening states that “strategic growth through inorganic initiatives will be a significant focus”. Based on all this, it wouldn’t surprise me if they raise more money soon.



Do you think $ROKU is serious about creating original content based on these findings? (9/9)@HedgeyeComm @DPogrebinsky @hhhypergrowth @Soumyazen @NonGaap @CathieDWood @skaushi @akramsrazor @dhaval_kotecha @ElliotTurn @RichLightShed @RedCoatChicago @JonahLupton @adventuresinfi

Here's the Lead Production Attorney job opening that hints at producing original content: https://t.co/R7bQZWZk33 - it was removed from the official Roku careers page on Feb. 13. If you are interested in altdata for job openings, sign up for a demo at https://t.co/X18L4UdVGn