

## **FOX Sports' Eric Shanks & Hyundai Motor Company Celebrated at Cynopsis Sports Media Awards**

*Shanks and Hyundai's Mike O'Brien to Be Honored on April 21 in New York City*

New York, NY ([PRWEB](#)) March 15, 2016 -- [Cynopsis Sports](#) is proud to announce that two of the industry's distinguished executives, Eric Shanks, President, COO and Executive Producer of FOX Sports, and Mike O'Brien, VP of Corporate and Product Planning for Hyundai Motor America will be among the VIPs who will be receiving some of the show's top honors.

Boasting some of the hottest properties, campaigns and brands from around the world of sports, the fifth annual [Cynopsis Sports Media Awards Breakfast](#) will take place on April 21 at the New York Athletic Club in Manhattan. These honorees will be joined by dozens of finalists who are competing for signature sports business awards presented by the daily sports business publication. The [Cynopsis Sports Media Awards](#) recognize the most outstanding work in the sports industry from the past year with categories that span television, digital, marketing and more.

As part of the festivities, Cynopsis also pays tribute annually with special awards that are given to sports luminaries who changed the way their brands connected with fans across the country and around the world. This year will see Shanks honored with the 2016 Legacy Award while O'Brien accepts the GEM Award on behalf of the Hyundai brand.

"In a constantly evolving media world, especially in the sports industry, every year presents new challenges to engage consumers," said Chris Pursell, Director of Sports Content for Cynopsis Sports. "Whether the stage was the NFL or the Women's World Cup, both of these winners left their mark on the world of sports in 2015, making the most of their respective opportunities and we are honored to welcome both of these distinguished executives to our event."

FOX Sports President, COO and Executive Producer Eric Shanks will receive the Legacy Award, presented annually to a C-level media executive whose work has transformed the world of sports both in 2015 as well as throughout their career. Shanks oversees all entities within FOX Sports, including FOX Sports 1, FOX Sports 2, the FOX Sports Regional Networks, FOX Deportes and all digital ventures. Last year, FS1 viewership improved 26% over 2014, making it the fastest growing sports network in national cable television. Included in that success was the 2015 FIFA Women's World Cup, won by the U.S. Women's National Team led by Alex Morgan, Abby Wambach and Carli Lloyd. The month-long event was critically acclaimed for its production excellence, all-star cast of game and studio personalities and a magnificent set on picturesque Coal Harbor in Vancouver. U.S. viewership for the Women's World Cup increased 21% over the 2011 edition, highlighted by 25.4 million who tuned in to watch the American squad dominate Japan 5-2 in the final.

Hyundai is being honored with the GEM Award, which pays tribute to the Consumer Brand of the Year. In 2015, Hyundai became an official NFL sponsor and launched a season-long campaign connecting the passion of NFL fans with the fast-growing car brand. The fully-integrated program included sponsorship of the NFL Kick-off Celebration and two new NFL-themed ads that ran during the season. Hyundai concluded the year with an incredibly successful Super Bowl 50 program with engaging onsite activations at the NFL Experience, Super Bowl City and the GameDay Fan Plaza that resulted in more than a million interactions with the brand. On Super Bowl Sunday, Hyundai became the first car company to win the coveted USA Today Ad Meter while



another one of its Super Bowl ads was the most watched on YouTube. In addition, Hyundai executed its fifth consecutive #ThisIsLoyalty college football campaign and completed its sixth year as title sponsor of the Hyundai Tournament of Champions as Jordan Spieth ran away with an eight shot victory, and signed on as the title sponsor of the PGA TOUR's tournament in Los Angeles at Riviera starting in 2017.

These luminaries, along with dozens of category winners will be honored on April 21 at the Cynopsis Sports Awards breakfast. Also receiving high honorees will be Don Garber, Commissioner for MLS receiving the Vision Award and Rob McGlarry, President of MLB Network, accepting the Navigator Award. Register for the Breakfast event [here](#). General categories include awards for the year's best work in live coverage of a sporting event, apps, new sport show, fantasy game, live stream presentation and marketing campaign. The full list of finalists and categories can be viewed here: <http://www.cynopsis.com/event/16-sma-event/#finalists>.

For questions or issues related to registration, contact Sarah Martinz at [sarah\(at\)cynopsis\(dot\)com](mailto:sarah(at)cynopsis(dot)com). For advertising or sponsorship information, contact VP of Sales and Marketing Mike Farina at [mike\(at\)cynopsis\(dot\)com](mailto:mike(at)cynopsis(dot)com).

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