

## **Professional Bio**

### **Steven C. Hawley**



Steve Hawley is Principal Analyst and Consultant, and owner of **tvstrategies**™ (Advanced Media Strategies LLC). Established in 2001, **tvstrategies** is one of the pioneering consultancies in the technologies and service models used to securely deliver high value video content to consumers over Internet Protocol access.

#### **About tvstrategies™**

**tvstrategies** helps telecommunications operators, content providers and other video industry stake-holders understand, strategize, build and sustain what's necessary to provide compelling video services to consumers, while reducing the risk of unauthorized re-distribution. The **tvstrategies Piracy Monitor** market intelligence service was launched in 2019.

**tvstrategies** supports a wide variety of video initiatives, including service creation, marketing program development and product management, as leader or as a team member.

In a program management role, **tvstrategies** has led service life-cycle initiatives to bring virtualized pay TV and cloud DVR services to any screen. Starting with market assessment and competitive analysis, **tvstrategies** can develop formal requirements, business and technical feasibility analyses, architect the systems infrastructure and design the end-user TV experience. **tvstrategies** can then lead the development and implementation of the service platform and the consumer-facing apps.

**tvstrategies** also produces market research and technical category analysis both privately and in collaboration with Kagan (S&P Global Market Intelligence), as well as with other leading market research firms.

#### **Additional Professional details**

Prior to establishing **tvstrategies**, Mr. Hawley led product management and/or marketing efforts for products and services that included TV service delivery platforms and middleware, an early e-payment service, digital content management & production tools, Web design tools and integrated personal communications solutions.

He has more than 25 years of hands-on industry experience and has a Bachelor of Science degree in Business Administration (Marketing) from the University of Connecticut.

#### **Industry leadership**

Mr. Hawley is a judge for Cable and Satellite International Magazine's *CSI Awards*, Mediatel's *Connies* (formerly the Videonet *Connected TV Awards*) and was a judge for Informa's now discontinued *TV Connect Industry Awards*. He also is a member of the New York chapter of the National Academy of the Television Arts and Sciences (aka the "N.Y. Emmys").

In the role of conference chair, session track leader, speaker or panel moderator, he contributes to industry events that include Connected TV World Summit and IBC, and for earlier conferences including TV Connect (the former IPTV World Forum) and TelcoTV. Journalistic experience includes Editor of *IPTV News*, contributions to *Videonet* and *Cable & Satellite International* and columnist for the former industry journal *Telephony*.



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