

## Contact

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## Top Skills

IPTV  
Competitive Analysis  
Go-to-market Strategy

## Publications

Industry Report: 2019 Multiscreen  
Service Delivery Platforms & TV  
Middleware  
2019 tvstrategies Piracy Monitor  
Annual Report (October 2019)

# Steven Hawley

IP Video, securely, to any consumer device  
Bonney Lake, Washington

## Summary

In my role as a consultant and active participant in the video industry as tvstrategies, I have helped more than 50 technology suppliers and service operators enable IP video delivery to any screen. Now that IP video is common and its infrastructure has matured, I established Piracy Monitor to help the industry address its next frontier.

As an outside contributor, I produce category analysis and global forecasts for S&P Global Market Intelligence (Kagan) in the areas of TV service delivery platforms, TV middleware, and multiscreen video security. I also assist in legal matters as an expert witness, and speak or moderate panels regularly at industry conferences.

Prior to tvstrategies, I served in product management and marketing roles that brought more than 20 technology products and services to market. These included an IPTV service delivery platform (now owned by Accenture), TV middleware, an early Web-based payment platform (although PayPal ultimately 'won'); and tools for digital media content design, content management & production; personal videoconferencing, integrated messaging and other multimedia communications solutions.

When I can't find anything else to do work-wise, I love being with family and friends, glassblowing, the mountains, photography and the arts; and enjoy my totally out-of-control vinyl record collection.

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## Experience

Piracy Monitor  
Founder and Managing Director  
March 2019 - Present  
Greater Seattle Area

Piracy costs the video industry literally tens of billions of dollars a year, and big media companies aren't the only ones to suffer. It also hurts individual artists

and creative professionals simply trying to make a living and subjects average video consumers to cyberattacks and ransomware without their knowledge until it's too late.

Piracy Monitor <https://piracymonitor.org> is about minimizing the size and scope of the risk by raising awareness of the problems, the available countermeasures, and effective best practices. Subscribe to the E-Newsletter or become a sponsor.

### tvstrategies

Founder, Principal Analyst & Consultant

April 2001 - Present

Greater Seattle Area

tvstrategies (Advanced Media Strategies LLC - <https://tvstrategies.com>) can lead video providers through the entire TV platform life-cycle from concept-on-paper, through architectural design, requirements development, RFP, systems build-out, app development, operationalization, and on to commercial service; using the technologies of the Internet.

One example is the IP video systems platform, software infrastructure and apps that enable a national network provider to deliver a live multichannel TV and cloud DVR experience with local and national channels, wirelessly, to student-owned mobile and streaming video devices at 60 universities across the US.

I also provide consultation to technology suppliers in the areas of strategy, product roadmap, product development and marketing.

### Junction Group

Editor, IPTV News (Print edition)

2006 - 2008 (3 years)

Brought together an industry publication with a group of top industry writers, that was printed every other month. When the company owning this publication was acquired, this print version was discontinued.

### Myrio Corp

Director Product Management, Director Business Development

April 2000 - April 2001 (1 year 1 month)

Myrio was one of the original IPTV service delivery platforms ("Telco middleware"). In 2005, it became a unit of Siemens, later Nokia Siemens

Networks, and is now the Accenture Video Solution. I was one of the original 25 people in the company and established the function of product management. Responsible for guiding product development, product roadmap, competitive analysis and peer relationships with technology and marketing partners.

#### Adobe Systems (Aldus Corp)

Sr Product Manager

May 1993 - August 1995 (2 years 4 months)

Responsible for marketing, requirements development and strategic relationships for Fetch, an early digital asset/media management software product, for Aldus Corp (the company that invented desktop publishing, a precursor to Web publishing before the Web existed). Aldus was acquired by Adobe in 1994

#### Nortel (Northern Telecom)

Alliance Manager

January 1988 - April 1993 (5 years 4 months)

For five years, I managed Northern Telecom's strategic alliance with Apple Computer, resulting in the first screen-based telephone and personal video conferencing systems for a personal computer platform (think Skype), using ISDN (and other jointly-sold networking & communications products).

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## Education

University of Connecticut School of Business

Bachelor of Science - BS, Marketing / Business