

**Advanced Media Strategies LLC (dba tvstrategies™)** focuses on the technologies and models that enable premium video services. Since 2001, it has delivered on consulting initiatives in the following areas.

<i>For: (Type of Client)</i>	<i>Types of work provided</i>
<p><b>For Video Service Providers</b></p> <p>Consulting to:</p> <ul style="list-style-type: none"> <li>• Service providers / Operators</li> <li>• Content providers / OTT</li> <li>• Professional Services firms that serve operators, broadband providers and content providers</li> </ul>	Program Leader, from conceptualization and definition through RFP, build-out, testing and operationalization, for a national-scale multiscreen “virtual MVPD” service in the US
	Technical feasibility analysis for IP video service infrastructure, consumer experience, and secure video delivery
	Business feasibility analysis, including Budgets, Breakeven analysis. Assistance in "build or buy" decisions
	Requirements-driven vendor evaluation and RFP management
	Strategic consultation: Contribution to business plans. Recommendations toward structuring product and market initiatives, to address specific opportunities.
<p><b>For Technology suppliers</b></p> <p>Consulting to suppliers of video delivery infrastructure, in the following categories:</p> <ul style="list-style-type: none"> <li>• Multiscreen service delivery platforms</li> <li>• TV middleware and client-side software</li> <li>• User experience &amp; App development</li> <li>• Service protection and Anti-piracy</li> <li>• Set-top boxes/Devices</li> <li>• Encoding/Headend</li> <li>• Video quality management</li> </ul>	Product Strategy: Product differentiation based on competitive analysis. Product evolution and roadmap
	Assistance in "build or partner" decisions
	Competitive analysis: to ensure differentiated products in a competitive market space
	Functional and technical analysis: For consumer experience, control-layer, security and video quality management
	Product Management: Product requirements, product plans, resource plans & budgets, BOMs, process development
	Business/Partnership development: assessment & execution
	Marketing Strategy and Strategy development; Strategic and competitive positioning; pricing & channel definition
	Product Marketing: Product collaterals, Solution briefs.
Marketing Communications: Case studies, White papers, Sponsored articles, Tactical marketing program plans	
<p><b>Intellectual Property</b></p> <ul style="list-style-type: none"> <li>• For law firms in IP legal cases</li> <li>• For technology companies making strategic acquisitions</li> </ul>	Experienced expert witness, Factual witness (Court testimony, depositions, discovery)
	Reconstructing complex solutions, to defend patented IP
	Review and validation in patent claim situations
	Validation that a technology is a good fit, technically

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<p><b>Industry Research Firms</b></p> <ul style="list-style-type: none"> <li>As an industry analyst</li> </ul>	<p>Researcher, developer and author of in-depth qualitative industry analysis and reports published by:</p> <ul style="list-style-type: none"> <li>Parks Associates – 2020, <i>Video Piracy: Ecosystem, Risks and Impact</i>. Also, the industry’s first IPTV category analysis, in 2001</li> <li>S&amp;P Global (SNL Kagan) 2006-2019 and ongoing. Multiplatform TV service delivery platforms, TV middleware, multi-screen video security, video quality assurance, connected vehicles</li> <li>And others, including InteractiveTV Today (itvt), Pyramid Research, The Diffusion Group, and GigaOm Pro</li> </ul>
<p><b>Industry Events</b></p> <ul style="list-style-type: none"> <li>Conferences &amp; trade shows</li> <li>Industry recognition awards</li> </ul>	<p>Conferences (selected, most recent):</p> <ul style="list-style-type: none"> <li><i>Connected TV World Summit</i>. Session leader, Session Moderator, Analyst Round Table. London, 2019, 2020.</li> <li><i>TV Connect (formerly IPTV World Forum)</i>. Conference Chair, Moderator, Analyst Round Table Leader. London, Rio de Janeiro, Hong Kong, 2006-2018, discontinued</li> <li><i>International Broadcasting Congress (IBC)</i>. 2012, 2013. Speaker, session leader. ConnectedWorld.tv within IBC</li> </ul>
	<p>Judging (most recent):</p> <ul style="list-style-type: none"> <li>Judge, <i>Videonet Connected TV Awards</i> (in association with Connected TV World Summit, 2010-2020 &amp; ongoing)</li> <li>Judge, <i>Cable &amp; Satellite Awards</i> (in association with the IBC Conference), 2016-2020 &amp; ongoing</li> <li>Also, other industry awards that have been discontinued</li> </ul>
	<p>Industry Organizations and Company meetings:</p> <ul style="list-style-type: none"> <li>Presentations to members, strategic customers, etc.</li> </ul>
<p><b>Industry Publications</b></p> <ul style="list-style-type: none"> <li>Journalistic contributions</li> <li>Industry marketing</li> </ul>	<p><i>Piracy Monitor</i>. Web site, newsletter and industry marketing</p>
	<p>Editor, <i>ipTV News</i> magazine – 2006-2008</p>
	<p>Contributed articles in other journalistic venues, including:</p> <ul style="list-style-type: none"> <li><i>Fierce Video, Videonet, nScreenMedia, Cable &amp; Satellite International</i> and others since 2001</li> </ul>
<p><b>Memberships</b></p>	<p>Current through 2020: The National Academy of Television Arts and Sciences, New York Chapter ("New York Emmys")</p>