

Since 2001, **Advanced Media Strategies** (*tvstrategies*™) has delivered on numerous consulting and industry analysis initiatives.

<i>For: (Type of Client)</i>	<i>Types of work provided to these types of Clients</i>
<b>Service Providers</b> Consulting to: <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 Management, product/service lifecycle management
	Technical Feasibility analysis for IP video service infrastructure, consumer experience, and secure video delivery
	Business Feasibility, Budgets, Breakeven analysis
	Requirements-driven vendor evaluation and RFP management
	Strategic consultation: Contribution to business plans. Recommendations toward structuring product and market initiatives, to address specific opportunities.
<b>Product &amp; Technology suppliers</b> Consulting to suppliers of multi-service video delivery infrastructure, in the following categories: <ul style="list-style-type: none"> <li>• Multiscreen service delivery platforms</li> <li>• TV middleware and client-side software</li> <li>• Interactive TV applications</li> <li>• Content Security</li> <li>• Set-top boxes/Devices</li> <li>• Encoding/Headend</li> <li>• Delivery infrastructure for MPEG video and adaptive streaming</li> <li>• Video quality management</li> </ul>	Product Management: Product requirements, product plans, resource plans & budgets, BOMs, process development
	Competitive analysis: to ensure differentiated products
	Functional and technical analysis: For consumer experience, control-layer, security and video quality management
	Product Strategy: Product differentiation based on competitive analysis. Product evolution and roadmap
	Assistance in "build or buy" decisions, technology partnering
	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
<b>Intellectual Property</b> <ul style="list-style-type: none"> <li>• Support in legal cases</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
<b>Technology Investors</b> <ul style="list-style-type: none"> <li>• Consulting to technology investors</li> </ul>	Due-diligence research: <ul style="list-style-type: none"> <li>• In support of teams involved with acquisitions, strategic investments, or patent claims</li> <li>• Competitive analysis, strategy development</li> </ul>
<b>Industry Research Firms</b>	Researcher, developer and author of in-depth qualitative

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<ul style="list-style-type: none"> <li>As an industry analyst</li> </ul>	<p>industry analysis and reports published by:</p> <ul style="list-style-type: none"> <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>GigaOm Pro – 2009, 2012. Internet video distribution for broadcasters. IP video software infrastructure</li> <li>Pyramid Research – 2010, 2012. Monetizing video over Next Generation Networks (NGN)</li> <li>The Diffusion Group – 2010, 2011. IP video business model analysis for Cisco, a large network supplier</li> <li>InteractiveTV Today (itvt) – 2004, 2005, 2009. IPTV category analysis</li> <li>Parks Associates – 2001. The industry's first IPTV category analysis</li> </ul>
<p><b>Industry Events</b></p> <ul style="list-style-type: none"> <li>In support of conference organizers</li> </ul>	<p>Conferences (selected, most recent):</p> <ul style="list-style-type: none"> <li><i>TV Connect (formerly IPTV World Forum)</i>. Conference Chair, Moderator, Analyst Round Table Leader. London, Rio de Janeiro, Hong Kong, 2006-2018.</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>Cable &amp; Satellite Awards</i> (in association with the IBC Conference, Amsterdam), 2016, 2017, 2018, 2019</li> <li>Judge, <i>Mediatel Connies</i> (Previously the <i>Videonet Connected TV Awards</i>, 2010-2019)</li> <li>Judge, <i>TV Connect Awards</i> (Formerly the <i>IPTV World Forum Awards</i>), 2007 through 2018)</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> </ul>	<p><i>tvstrategies</i> Piracy Monitor. Self-published</p> <p>Editor, <i>ipTV News</i> magazine – 2006-2008 (Launched in 2006 as ipTV News Analyst - discontinued as a print publication June 2008)</p> <p>Contributed articles in <i>Videonet</i>, <i>nScreenMedia</i>, <i>Cable &amp; Satellite International</i> and others since 2001</p>
<p><b>Memberships</b></p>	<p>2019 (and earlier): The National Academy of Television Arts and Sciences, New York Chapter ("New York Emmys")</p>