

## Contact

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## Top Skills

IPTV  
Competitive Analysis  
Go-to-market Strategy

## Publications

S&P Global Market Intelligence:  
2019 Multiscreen Service Delivery  
Platforms & TV Middleware  
Parks Associates: Video Piracy  
Ecosystem, Risks and Impact  
Piracy Monitor: Category Analysis  
Report

# Steven Hawley

IP Video, securely, to any consumer video screen  
Bonney Lake

## Summary

Steve is managing director of Piracy Monitor (<https://piracymonitor.org>), an informational resource to help the media and entertainment industry ecosystem stay informed about the personal, business and technical risks associated with digital media piracy, as well as countermeasures and best practices against it. Sign up for the free Piracy Monitor newsletter (<https://mailchi.mp/piracymonitor.org/register-lp>)

His consultancy tvstrategies (Advanced Media Strategies LLC), provides expertise in "the software technologies used to deliver premium video programming, securely, to any screen." Clients include video service providers and suppliers of software technologies and professional services to the video industry.

Steve is also a Manager of the Content Protection & Anti-Piracy Group on LinkedIn (<https://www.linkedin.com/groups/4369448/>), is a contributing analyst to Parks Associates and S&P Global Market Intelligence, and contributes to the Artificial Intelligence and Machine Learning working group within SCTE (CableLabs).

As an outside resource, he has led large multi-company teams, including one that built an entire IP-video service platform that delivers live TV and cloud DVR services securely to mobile and fixed streaming-capable consumer devices on a national scale (US); including its end user apps, service delivery and protection platforms, TV headend, and a hybrid satellite and IP delivery infrastructure.

Prior to establishing his consultancy, he 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, and tools for digital media content design, content management & production,

personal videoconferencing, and other digital communications solutions.

He loves being with family and friends, glassblowing, the mountains, photography and the arts; and enjoys his totally out-of-control vinyl record collection.

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## Experience

### Piracy Monitor

Founder and Managing Director

2019 - Present (2 years)

Greater Seattle Area

Piracy Monitor ( <https://piracymonitor.org> ) is an informational resource and category tracking research service with the mission to raise awareness and provide strategically useful information about digital media piracy and its risks. Piracy Monitor publishes a periodical E-Newsletter, a Web site, research and consultation about piracy: what it is, how and why it happens, available countermeasures, case studies, and effective best practices.

Piracy costs the video industry billions of dollars a year, and big media companies aren't the only ones to suffer. It also hurts individual artists and creative professionals who are simply trying to make a living, and can subject average video consumers to cyberattacks and ransomware without their knowledge until it's too late.

### Parks Associates

Contributing Analyst

2019 - Present (2 years)

As an external contributor, I researched and wrote Video Piracy: Ecosystem, Risks and Impact, a Parks Associates Industry Report published in January 2020. This report is available for purchase directly from Parks Associates.

### S&P Global Market Intelligence

Contributing Analyst

April 2007 - Present (14 years 5 months)

Phoenix, Arizona Area

As an outside resource to S&P, I write reports about several pay TV and streaming video software infrastructure categories: TV middleware, TV service delivery platforms, Multiscreen video security and video quality assurance.

The reports include competitive analysis and global forecasts for these categories, and are available to selected S&P subscribers.

### tvstrategies

Founder, Principal Analyst & Consultant

April 2001 - Present (20 years 5 months)

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.

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

### Junction Group

Editor, IPTV News (Print edition)

2006 - 2008 (2 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, which produced 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