

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>
<p><b>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 Management: definition, infrastructure acquisition, implementation, software app development, launch and ongoing improvement of IP video services
	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.
<p><b>Product &amp; Technology suppliers</b></p> <p>Consulting to suppliers of multi-service 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>• 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-level positioning and value proposition. White papers, case studies.
Market Entry and sustaining marketing: Tactical marketing program plans, Developer marketing	
<p><b>Intellectual Property</b></p> <ul style="list-style-type: none"> <li>• Support in legal cases</li> </ul>	Expert witness, Factual witness (Court testimony, depositions, discovery)
	Reconstructing systems and solutions, to defend patented IP Review and validation in patent claim situations
<p><b>Technology Investors</b></p> <ul style="list-style-type: none"> <li>• Consulting to technology investors</li> </ul>	<p>Due-diligence research:</p> <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>

<i>For: (Type of Client)</i>	<i>Types of work provided to these types of Clients</i>
<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>SNL Financial (Multimedia Research Group / MRG) 2006-2017 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. 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):</p> <ul style="list-style-type: none"> <li><i>TV Connect</i> (formerly <i>IPTV World Forum</i>). Conference Chair, Moderator, Analyst Round Table Leader. London, Rio de Janeiro, Hong Kong, 2006-2017.</li> <li><i>International Broadcasting Congress</i> (IBC). 2012, 2013. Speaker, session leader. ConnectedWorld.tv within IBC</li> <li><i>AppsWorld San Francisco</i>. 2014</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</li> <li>Judge, <i>TV Connect Awards</i> (Formerly the <i>IPTV World Forum Awards</i>), 2007 through 2016</li> <li>Judge, <i>Videonet Connected TV Awards</i>, 2010-2017</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 pursuits</li> </ul>	<p><i>tvstrategies</i> blog. Self-published (occasional)</p>
	<p>Editor, <i>ipTV News</i> magazine – 2006-2008 (Launched in 2006 as <i>ipTV News Analyst</i> - discontinued as a print publication June 2008)</p>
	<p>Contributed articles in <i>Videonet</i>, <i>CED</i>, <i>Telecompetitor</i>, <i>ipTV News</i>, <i>Telephony</i>, <i>Cable &amp; Satellite International</i>, <i>others</i></p>
<p><b>Memberships</b></p>	<p>2017 (and earlier): The National Academy of Television Arts and Sciences, New York Chapter ("New York Emmys")</p>