

**Steven C. Hawley**

Steve Hawley is Principal Analyst and Consultant for **tvstrategies**,™ one of the pioneering consultancies in the Internet Protocol Television (IPTV) industry.

**Professional details**

**tvstrategies** supports a wide variety of service creation, business and marketing initiatives, as leader or as a team member. In a recent program management role, Mr. Hawley led the definition, design, development, introduction and roadmap for a multi-screen multichannel TV and cloud DVR service, which is delivered by a major broadband infrastructure provider in more than 40 markets across the United States.



Starting with a market assessment and competitive analysis, he wrote the product requirements, conducted the technical and financial feasibility analyses, architected the service delivery infrastructure and designed the consumer-facing apps. He also wrote the budget, and ran the vendor selection and RFP process. Mr. Hawley also co-directed development and implementation of the service platform, and the development and initial deployment of the end-user-facing TV apps for smartphones, tablets, streaming players and Web browsers.

Mr. Hawley's product initiatives include TV middleware and service delivery platforms, TV apps, digital content management & production tools, and digital design tools for the Web. Prior to establishing **tvstrategies**, Mr. Hawley was Director of Product Management for Myrio Corp. (later a unit of Nokia Siemens Networks), which developed the ancestor of the Accenture Video Solution platform. Mr. Hawley also had product management and marketing roles for Aldus Corp (acquired by Adobe), Attachmate Corp, and others. At Northern Telecom, he managed the alliance relationship between Nortel and Apple, spearheading market development for several communications platforms for personal videoconferencing, screen-based telephony, and integrated messaging.

He has more than 25 years of hands-on industry experience and has a Bachelor of Science degree in Business Administration (Marketing) from the University of Connecticut.

**Industry contributions**

Mr. Hawley is currently a Judge for the TV Connect Industry Awards, the Connies (formerly Videonet's Connected TV Awards), and Cable and Satellite International Magazine's CSI Awards. He also is a member of the New York chapter of the National Academy of the Television Arts and Sciences ("N.Y. Emmys").

In the role of conference chair, session track leader, speaker or panel moderator, he is a current contributor to industry events that include TV Connect and IBC. In past years, he has supported many other industry events worldwide, including NAB, the Open IPTV Forum, TelcoTV and others.

He also has past journalistic experience, as Editor of IPTV News when it was published as a printed magazine from 2006 to 2008. He once was a regular columnist for *Telephony* and makes occasional journalistic contributions to publications that include *Videonet*, *CED*, *Cable & Satellite International* and others.

**About tvstrategies™**

Established in 2001, **tvstrategies** (Advanced Media Strategies LLC) provides strategic, tactical, go-to-market, and operational consulting services, technical subject matter expertise, and expert witness services; helping service and content providers understand and build the infrastructure for digital TV and multiscreen IP video services.

**tvstrategies** also produces market research and category technical analysis both privately and in collaboration with SNL Kagan (now part of S&P Global Intelligence), a leading market research firm. Areas of focus include TV middleware, TV service delivery platforms, multiscreen video security and multiscreen video quality assurance.