



## **TV Everywhere: Demystified & Simplified**

*February 4, 2015*

### **FOR IMMEDIATE RELEASE**

Produced by Multichannel News, RSG Media, along with Anvato, held a very successful webinar on February 3, 2015. The 370+ viewers and listeners got an inside scoop on how major media brands, content creators, and broadcasters are racing to bring their content to viewers. People now want TV wherever and whenever. Made possible with technology strategy, business management strategy, and a solid content strategy, RSG Media has the tools to make TV Everywhere a reality.

Major media brands, content creators and broadcasters are racing to bring their content direct to viewers and users with new services launching in the next several months. TV Everywhere is becoming a reality. This webinar depicted how complex rights, distribution, media preparation and syndication are not a black art anymore. Today's powerful platforms are delivering on the promise of TV 2.0 and are enabling live and on-demand content to reach screens of any size and in any territory.

Email [marketing@rsgmedia.com](mailto:marketing@rsgmedia.com) for access to an archived version of the webinar.

### **Featured Speakers:**

#### **Thomas Siegman - Executive Vice President, Innovation, Strategy & Client Relations, RSG**

A global expert in client relations, since 2000, Mr. Siegman has worked with RSG's clients to identify opportunities and devise strategies to take advantage of emerging technologies, manage their content rights, improve the customer experience, and leverage advanced mathematics to optimize ad revenues. Before joining RSG, Mr. Siegman was a domestic brand manager in Japan for one of Japan's largest consumer packaged goods company. He has conducted business in 40 countries on six continents, speaks Japanese fluently, and is a member of MENSA. Mr. Siegman received his MBA from Thunderbird (The Garvin School of International Business) and his BA from Oberlin.

#### **Matt Smith - Chief Evangelist, Anvato**

Matt Smith is a recognized digital media industry evangelist and thought leader, having spoken at the National Association of Broadcasters (NAB) Show, TVNext, Streaming Media East & West, NewTeeVee, among others. He also has the distinction of being a Streaming Media All-Star. Matt is presently Chief Evangelist for Anvato - the leading, turnkey platform solution that enables media companies, content providers and broadcasters with a robust, powerful and complete toolset to enable their content to reach any screen, anytime. Prior to Anvato, Matt was Vice President, Technology for Chideo; Vice President, Internet Television at Envivio; Architect at Cisco Systems; and Vice President and Chief Systems Architect at Inlet Technologies. Prior to Inlet, Smith served as a key video architect and evangelist for Yahoo!, and spent several years at NBC, first at the affiliate level and later with the network.