



Improving User Experience with Content Discovery

March 18, 2015

FOR IMMEDIATE RELEASE

RSG Media will be taking part in a webinar hosted by FierceCable entitled “Improving User Experience with Content Discovery” on Thursday, March 26 at 11 am.

Due to the growth of multiscreen video services, viewers have more choices for video content than ever before. However, finding that content, whether online or via linear means is difficult and time-consuming. A fragmented online video environment and a multitude of devices by which to access video content make the content discovery experience a frustrating one.

Content discovery issues do not just affect viewers; they can have a noticeable impact on a video provider's bottom line--such as lost advertising revenue or subscriber churn.

In this webinar, we look at the current content discovery environment, and discuss solutions that either are already on the market or will be available soon, that will improve the viewer experience and drive higher revenues.

Featured Speakers:

Thomas Siegman — Executive Vice President, Innovation, Strategy & Client Relations, RSG Media

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.

Eduard Zaslavsky — Chief Technology Officer & Co-founder, WebTuner

Edward has more than 19 years of experience as a senior digital software architect, systems analyst, engineer and system integrator. While working for FourthWall Media he developed the EBIF User Agent, now an industry standard. He also developed an EPG listings distribution system while at Liberate Technology that was used in interactive television offerings (TV Navigator & OnRamp) for Comcast and Cox Communications. Over his career, his clients have included Time Warner Cable, Charter Communications, Motorola, Tribune Media Services and BSKyB, among others.

Adriana Waterston — Senior Vice President, Insights & Strategy, Horowitz Research

Adriana is a research junkie with a flair for finding the story behind the statistics, teasing the meaning out of the measurement, and revealing the faces behind the facts. A seasoned quantitative and qualitative market researcher with expertise on consumers and their attitudes towards their

media tools, Adriana has moderated hundreds of groups and conducted in-home ethnographic research on a bevy of topics. Adriana has been named one of the industry's "Most Influential Minorities in Cable" by Cablefax Magazine and has received a CTAM TAMI award for her work in multicultural marketing. She co-authored *The Practical Guide to Multicultural Marketing*, which won the Bronze Global Ebook Awards in the Multicultural Non-Fiction category in 2013.

Rich Cusick — General Manager, Gracenote Video

As General Manager for Gracenote Video, Rich is responsible for building all aspects of the video and EPG business. He has a strong background in digital media, serving most recently as vice president of entertainment and women's lifestyles at Yahoo! Prior to Yahoo!, Rich was founder and general manager of Swirl by DailyCandy and SVP and general manager for digital media at Gemstar-TV Guide.

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