

The death of TV as we know it

Alon Shtruzman

COO, PlayCast

www.playcast-media.com/about-me/

Friday, November 19, 2010, 15h30-16h30

Goldsmiths College, New Academic Building, NAB 3.26

www.gold.ac.uk/find-us/



Media and content — trends and developments in the media landscape, in the light of convergence, emerging technologies and new consumption patterns.

Alon Shtruzman is a seasoned media executive with extensive experience in television, new media and gaming. During his 15 years in the media industry, he founded Israel's first interactive TV studio, served as the VP, Content of the Israeli cable companies, and more recently tapped into the international market, serving in a number of senior positions with FOX International Channels (a NewsCorp company).

Playcast provides its service through established media distribution platforms (Pay TV networks). The Playcast system is installed in cable, IPTV and Hybrid DBS head-ends, and brings off-the-shelf game titles directly to consumers through the existing set-top boxes and networks. The high quality of the user experience through Playcast's service has been proven at large scale over live networks, and with a variety of game genres.

Seminar — CGE

www.gamesgoldsmiths.com

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