

ERIC B. STEIN

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NEW MEDIA DISTRIBUTION EXECUTIVE

- Experienced industry professional in new media distribution space for over 15 years of proven success in licensing, business development and global multi-channel strategy from both sides of the negotiation table
- Entrusted by established content producers and Studios to facilitate the transformation of traditional content business into new technology platforms for distribution
- Broad, deep and relevant knowledge of the practical application of new media distribution opportunities in film, television, gaming and music space
- Strong network of business contacts within the entertainment and technology industries, specifically film & TV producers / distributors, and new media distribution companies
- Forward thinking, self-starting, detail-driven leader with professional manner and entrepreneurial attitude. Strong awareness of current and emerging platforms and trends

Professional Experience

IMPACT GLOBAL MEDIA – Burbank, CA

2014 to Present

Owner (March 2014 to Present)

Providing high level strategic consultancy services including advisory & execution for: content evaluation, distribution strategy, product licensing, avails management, business development and optimization through existing, new and emerging digital platforms

Board of Advisors:

- IFFS – International Film Festival Summit:
<http://filmfestivalsummit.com/advisoryboard>
- Tugg – Crowd Sourced theatrical booking platform:
<http://www.tugg.com>
- Cinehost – White label backend technology enabling transaction:
<http://cinehost.com/team/advisory-board>

WARNER BROS. HOME ENTERTAINMENT – Burbank, CA

2008 to 2014

Director, Programming & Acquisitions (Feb. 2009 to March 2014)

Responsible for overseeing content evaluation, product licensing, avails management and programming which includes worldwide new release and catalog availabilities of the Studio's digital film and TV products over existing, new and emerging digital platforms. These included transaction based channels like cable, satellite, broadband, mobile and hotel markets, etc.

- Negotiated and acquired feature & episodic length content outside of WB for distribution in digital transaction channels as rental, sell through, pre-load, subscription, MOD, etc.
- Coordinated directly with WBDD cable/satellite/broadband partners on their specific programming needs, including iNDemand, Comcast, Apple, Avail-TVN, DirecTV, etc.

- Responsible for managing existing 3rd party independent content providers (e.g. Sesame Street, Image Entertainment, Gravitass Ventures and BBC Worldwide) as well as evaluating new content opportunities for licensing and distribution
- Managed WBDD content availabilities through coordination of internal WB groups including Legal (rights), Marketing (timing), Operations (supply chain), Finance (reporting), etc.
 - Created and continue to maintain internal systems to facilitate new Programming department and processes appropriate within the organization
- Spearheaded innovative early release strategy which enabled YOY growth of over 30%
 - Day & Date Theatrical VOD release (third party independent titles)
 - Pre-Theatrical VOD windowing strategies
- Launched several innovative initiatives around content and distribution windows:
 - First high profile early window WB pre-DVD VOD release (Premium VOD)
 - Veronica Mars crowd funding project on Kickstarter – (distribution strategy)
 - Ultraviolet industry initiative – create and manage central repository for WB UV avails from DLT lists
 - Warner Archive Collection release – (manufacture-on-demand products)
 - New Events business vertical for WB and initial Facebook release strategy

Director, Electronic Sell Through (Jan. 2008 to Feb. 2009)

Responsible for business development, broadband client management and licensing of WBDD rights which includes worldwide electronic distribution of the Studio's film, TV and gaming products over existing, new and emerging digital platforms, with specific focus on electronic sell-through (EST), pre-loads, Manufacture on Demand (MOD) products and more

- Focused on managing the growing EST business vertical & achieving department revenue targets -- Exceeded budgets / projections in first year
- Developed and executed new Business Development opportunities, including MOD launch with partners, direct to consumer from WB sites, pre-load opportunities, etc.
- Launched PC Downloadable games business by quickly creating distribution that includes over 90% of the downloadable games market. Ongoing, growing and managing that business

HEWLETT PACKARD COMPANY – Los Angeles, CA

2006 to 2008

Director of Content Acquisitions & Business Development (Aug. 2006 to Jan. 2008)

Digital Entertainment Services (DES) Unit of HP – Responsible for overseeing content licensing strategy (research, negotiation, etc.) and business development for Video Merchant Services project, which enabled traditional brick-and-mortar retailers to enter into New Media distribution by utilizing private label online stores and selling new media products to consumers online

- Managed HP's accelerated content licensing activities with focus on specific content needs for Wal-Mart and TWE. Developed licensing template which included MOD (manufacture on demand), EST (electronic sell thru) & eCopy rights
- Established solid library of Tier 2 & 3 level content rights representing over 5,000 individual titles from over 35 content providers, including Major League Baseball Productions (Premium Sports), First Look Studios (independent films), Arts Alliance Media (European aggregation deal), Nelvana International (children / family) and Gaiam Americas (leading health and fitness).

- Served as primary contact to represent Hewlett Packard at all major worldwide film and television markets, including MIPCOM, AFM, NATPE, Sundance Film Festival, VSDA (Home Media Expo), NAB, NCTA, Digital Hollywood, iHollywood and the Cannes Film Market.

NEW MEDIA CONSULTANT

2005 to 2006

New Media Distribution: Licensing, Bus. Development & Strategy (Dec. 2005 to Aug. 2006)

- NUGS.NET ENTERPRISES, LLC – Los Angeles, CA (www.nugs.net) [Pioneering live music download service serving major WW artists like Metallica, Dave Matthews, etc.]
- YUME NETWORKS INC. – San Jose, CA (www.yumecorp.com) [IP-based set-top box distributor servicing niche expatriate communities in U.S. e.g. Indian, Spanish, etc.]
- INDPLAY, INC. – Redwood Shores, CA (www.indplay.com) [Online marketplace connecting licensors & licensees of film / TV: investors include William Hearst III]

CINEMANOW, INC – Marina Del Rey, CA

1999 to 2005

Director of Acquisitions (Aug. 2000 to Nov. 2005)

Second employee hired, promoted from Acquisition Coordinator position. Oversaw all aspects of programming and content acquisition (music, film and television) including research & negotiation of libraries for leading international online Video-On-Demand distribution service

- Built and maintained library with 180 licensors and over 6,000 pieces of content via a variety of purchase models such as ad-supported, PPV, EST and subscription
- Created programming channels based on consumer demand including independent films (Sundance Channel), short and long form music videos (3DD, Eagle Vision, Image Entertainment) and high-definition content (HDNET). In 2004, shifted strategy to include television content including licensing deals with Granada and Endemol
- Attended and oversaw all film and television market related business with over six years experience at MIP, MIPCOM, AFM, NATPE and the Cannes Film Market
- Negotiated and closed deals for foreign programming for CinemaNow and International subsidiaries, including Japan, Norway and Benelux.

Additional Credentials

- Guest Speaker / Lecturer:
 - USC Cinema Graduate Class (Fall 2007) & UCLA Class: Dept of Entertainment Studies and Performing Arts (Summer 2007), Independent Film & Television Alliance (IFTA) New Tech. Committee
 - Panelist: IFFS (2012 & 2013), Sundance (2013), TIFF (2013), SXSW (2013), etc.
- Member of Coleman Research Group's Elite Executive Forum on Entertainment Industry and New Media to aid institutional investors

Education

BA - Film Studies (1998) - University of Pittsburgh - Pittsburgh, PA
University of London / Imperial College – London, UK

References Available Upon Request