



August 21, 2018

### **TV Connect MENA Advisory Board Announcement**

Informa Group and Knect365 is pleased to announce the addition of Bethany Gorfine (President and CEO), Federal Hill Communications and Ron Garfield (President, Pacific Media Advisors, Inc) to our board of advisors for the TV Connect MENA conference being held in Dubai on 29<sup>th</sup> - 30<sup>th</sup> October.

Bethany and Ron's vast experience across multiple spectrums of the global media business will provide key insights and strategic acumen into the complexities of today's competitive environment. They bring a vast network of senior level relationships, cultivated over the many years of working in the entertainment and broadcast industries. Leaders from Hasbro, Bloomberg, Turner, Greenberg Trauig, Starz Play, Fox Networks Group, Vice Media and Twitter are recent additions to the conference. Underscoring the growing and ever-changing media landscape in the MENA region, these panelists will provide insights based on their experience of working in the International Media community.

Bethany founded Federal Hill Communications in 1993. She is a pioneer in the VOD and SVOD world, and continues to provide clients strategic direction, facilitation of high level partnerships and relationships, as well as leading negotiations for the distribution of valuable content in today's complex TV Everywhere environment. Bethany has always been "first in market", vetting new distribution opportunities for content providers and identifying emerging technologies. She has worked with such blue chip clients as Altice, Boingo, Carnival Cruise Ships, C&W, Eutelsat, MBC, Rogers, Shaw, J:Com, Otrum, and Mobile/PlayKids. Federal Hill's mission is to provide platforms and content owners a way to launch, grow, engage, entertain, and distinguish their entertainment services with an eye towards maximizing ROI and profitability.

Ron has extensive experience in building and expanding content distribution and creating new revenue streams through emerging technologies and partnerships. Pacific Media Advisors was created in 2003. The firm specializes in developing and executing high profile business plans and strategies in the entertainment and media industries. Recently the company added senior level executive coaching to their services as companies and executives look to create tools and environments to take their businesses and performance to the next level. He has advised and consulted with and for Global Entertainment companies. He served as the strategic advisor to the CEO of a multiplatform news organization, as well as the strategic advisor to the Chairman/CEO of a Business Entrepreneur content platform. His senior level experience also encompasses management and operational roles at major studios and production companies including Fox, Sony, and the Hallmark Channel. He was the founding Chief Operating Officer of Ovation, the only US based national Arts network and most recently created the digital multicast network BUZZR for FremantleMedia North America. He has been involved in the launch or creation of multiple networks and content services and Pacific Media Advisors maintains close relationships with major distribution platforms as well as emerging technologies.

“We are honored to be part of this growing conference and help to bring influential leaders from the international media community together in supporting the burgeoning MENA region. We are excited to be working with the KNect365 team and look forward to expanding our relationship with them” Bethany and Ron said in a combined statement.

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