

Curriculum Vitae – Steven Scott

PROFILE SUMMARY

An entrepreneur with over 14 years experience in Web Technology, Media and Entertainment. Experience includes Product Management, Business Development, Account Management, Organizational Design, Market Strategy and Creative Design.

Date of birth: 14 February 1969

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Nationality: British

EDUCATION AND QUALIFICATIONS

1990 – 1993

BA Publishing

Napier University of Edinburgh

Main subjects included Editing, Electronic Publishing, Information Systems, Information Technology, Retailing, Desktop Publishing, Design, Production, Marketing, Literature and Language.

EMPLOYMENT

2007 – Present

JOOST (www.joost.com)

Founded by Janus Friis and Niklas Zennström of Skype fame, Joost brings video and social interaction together online. Today, Joost has more than 57,000 program elements, including more than 400 television series, 1,200 movie and short film titles, and 18,000 music videos. It presently has +3m registered viewers and recently launched on the iPhone. More than one million users have downloaded the free Joost application from Apple's App Store.

Director of Platform Development, moving to Product Manager - Content.
Duties: Initial role to own the product area of a joint venture between Joost and Tom.com in China. To launch a Chinese version of the Joost client, I defined solutions, workflows and editorial processes from ingestion through to client UI. Joining the newly formed product management team, I owned the roadmap relating to Joost's content delivery platform, working with business and engineering to increase efficiency for global content providers such as MTV and CBS. Major project in 2008 to offer online self-service tools to content owners.

OBJECTIVES AND ACHIEVEMENTS

Established and maintained solid working relationship with JV partner, despite intense negotiations over features and operational aspects. Released test client in China within three months. Identified and negotiated with key engineering and business resources to deliver complete solution. This project has resulted in the creation of a dedicated international business unit. As product manager I defined criteria to evaluate content owners and the resulting levels of service offered to them. This is now adopted across the business, from acquisitions to engineering. Wrote product specification for Joost Open, our self-service solution. This went to beta in June, allowing content owners to register, upload video and metadata, organise and publish their channels autonomously.

2005 – 2007

AGGREGATOR LTD

Founded by PayTV executives from Sky and ITV, Aggregator's aim was to develop a device-agnostic platform that allowed for the delivery of niche TV via broadband through a range of devices.

Head of UI and Related Systems. Duties: Defining and developing the customer experience for an IPTV/broadband/Freeview platform from backend through to UI. Managing vendor selection process for workflow/asset management; encoding; DRM; IP settop box and browsers; P2P and personalisation technologies. Defining XML structure for metadata and overseeing the publishing process, from content encoding and encryption through to metadata creation. Coordinating the preparation and launch of multiple video portals.

OBJECTIVES AND ACHIEVEMENTS

Helped refine Aggregator's business plan and defined and executed the overall customer proposition for both PC and settop box. Presented proposition to potential investors, eventually securing funding from 3i, Intel and Amadeus. Built up the delivery team for in-house video platform and front-end user interface. Defined video encoding and DRM specifications (the major cost outlay for the company) and negotiated favourable commercial terms for delivery of multiple video formats. Managed the launch of four discrete web portals in less than 6 months offering over 1,700 hours of DVD-quality video.

2001 – 2005

MINDHOUSE LTD, *Founder and Managing Director.* Duties: Day to day management of the company, financial controls and strategic development of product and services offering. My role ultimately was to sell the vision of Mindset, our flagship product, both internally and externally. Mindset is an innovative cross-platform publishing solution, comprising a powerful delivery platform that enables the deployment, management, monitoring and maintenance of interactive services cost-effectively across diverse networks, including satellite, terrestrial and cable television, IPTV and web channels.

OBJECTIVES AND ACHIEVEMENTS

Created and executed business plan for Mindhouse, establishing route for ongoing development of Mindset. Ran the company on cashflow for the first 18 months, during which time we closed our first license deal for Mindset with Turner for the CNN channel. Responsible for sales and marketing, establishing Mindhouse as a respected player in the interactive television marketplace, both in the UK and abroad. Negotiation of key contracts with clients such as CNN (involving a multi-territory product license deal with ongoing support and maintenance), Cartoon Network (extension to original license deal via CNN), Channel 4, ITV and the BBC. Opened up third-party sales and partner channels with Sun Microsystems, TandbergTV and SoftelUSA.

Successfully negotiated and closed two rounds of equity finance from private and institutional investors.

1998 – 2001

ENTRANET LTD, *Head of Interactive Channels.* Duties: Joined company at start-up stage with 10 people, helping grow it to a peak of 275 staff. I was responsible for the overall delivery of sites such as WilliamsF1, Eagle Star and Woolwich Online Banking. Subsequently tasked to set up and run a new Interactive Channels division with full P&L responsibility. The team's focus was to develop multi-channel solutions for new and existing clients. I identified and hired key recruits, building the team to a total of 16 staff encompassing sales, development, strategy and design functions.

OBJECTIVES AND ACHIEVEMENTS

The Interactive Channels team created a number of groundbreaking multi-channel services, gaining coverage on the BBC's *Tomorrow's World* and front-page covers in leading industry publications. The team deployed one of the first transactional iTV services on the Telewest cable platform and in 2000 was selected by OpenTV to showcase our work on *Taxi!*, an interactive VOD, web and mobile city guide, in New York and Sydney. In its final year, the Interactive Channels team contributed over £1 million to turnover.

1995 – 1998

BLACKWELL PUBLISHERS LTD, Oxford, *Electronic Project Manager, New Media Unit.* Duties: to manage and oversee the development and

production of new and existing copyrights in electronic format for the Books and Journals Divisions. Setting up new electronic services for universities, societies, editors and authors as appropriate on behalf of the Divisions, utilising third-party vendors where necessary. Oversaw the management of over 30 book and journal projects, ranging from major encyclopaedias on CD-ROM to a searchable abstracts database on the Web, which remains successful to this day (see <http://www.linguisticsabstracts.com>).

1994 – 1995

SIMON AND SCHUSTER PUBLISHERS, Hemel Hempstead, *Production Editor*. Duties: controlling assigned editorial operations within agreed systems, standards, budgets and schedules. Liaison with acquisitions editors and authors, selecting, evaluating and controlling freelance copy-editors/proof readers. Organising in-house and freelance design.

From working on book production I moved to working on CD-ROM in the tertiary education market. In association with Staffordshire University I helped develop WinEcon, the world's first CD-ROM to offer a full first year undergraduate course on economics. WinEcon was awarded a medal by the British Computer Society, the 1996 European Academic Software Award and the Asymetrix Interactive Award for Educational Software.

1993 – 1996

FREELANCE BOOK EDITOR. I completed projects for Routledge, Helicon, Larousse Chambers-Harrap (external editor and reader/writer on the *Chambers Encyclopedic Dictionary*), Churchill Livingstone, Canongate Press, Addison Wesley, Gee Publishing and Kogan Page. Work covered reference, adult fiction and non-fiction, medical textbooks, law and children's fiction.

1990 – 1993

JAMES THIN LTD, EDINBURGH, *Night Manager* (part-time during University). Duties: management of over 80,000 book titles and ten staff.

1986 – 1990

ROYAL BANK OF SCOTLAND PLC, *Officer in Registrars Department*. Duties: administration of Unit Trusts and share offers. Eventually led special debt recovery team, achieving 80 per cent return rate at the time of my departure.

ADDITIONAL SKILLS

Project/Product Management: Courses with the Industrial Society on Planning and Controlling Projects. Broad experience in setting up and directing project teams for specific projects.

Public speaking/Press: I have spoken at numerous conferences on subjects ranging from interactive advertising, video on demand and the business aspects of launching interactive services. Recent conferences include: Branded Content Marketing Association and RapidTV conferences in 2007, 6th Annual Interactive TV Show Europe; Mediacast (2005); Informa Media - Beyond Advertising: Fresh Strategies for Digital Channels (2005); The Broadcast Production Show (2005). I have twice acted as a judge for the *New Media Age* awards in 2003 and 2006 and have participated in a number of cross-industry round tables for the likes of e-Consultancy and *New Media Age*.

Consultancy: Currently on the editorial advisory board for C21 Media, an international publishing company specialising in worldwide television, media, and associated business information. I am also a consultant for Gerson Lehrman Group, an expert network. I sat on the steering group for Reed Exhibitions helping them transition Mediacast from a generic trade show into one which focuses on cross-platform content delivery. I have advised Gartner on generic IPTV content strategy for BT as well as working with Valoris on the Freeview/BT technical architecture ahead of their planned rollout.

ADDITIONAL INFORMATION

- Languages: English (mother tongue); French (basic)
- Interests: guitar, photography and film-making, road cycling
- Travel: willing to relocate internationally and in the UK
- First aid award. Car owner - clean driving license.

REFERENCES

Supplied upon request.