



September 24, 2013

## **Synacor's Michael Bishara to Participate in TV Everywhere Panel at CableFAX TV Innovation Summit, September 24, New York City**

BUFFALO, N.Y. and NEW YORK, Sept. 24, 2013 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the leading provider of next-gen startpages, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, across multiple devices for cable, satellite, telecom and consumer electronics companies, today announced its SVP of Product and GM of TV Everywhere, Michael Bishara, will be speaking in the "TV Everywhere: It's Here, So Where's the Money?" panel at the [CableFAX TV Innovation Summit: Monetizing Apps, TVE and Social TV](#) at 10:15 a.m. ET on Tuesday, September 24, Yale Club in New York, NY.

A TV Everywhere visionary, innovator and pioneer, Michael Bishara, largely credited as a force behind the development and successful launch of HBO GO and now Synacor's award-winning, next-gen TV and TV Everywhere offerings, will participate in a discussion around what should be done to take TV Everywhere authentication to the next level without irritating customers or compromising convenience and utility. The panel also will cover how to drive revenue through advertising, sponsored content and customer engagement techniques, as well as how content providers and distributors can work together to avoid issues like customer ownership.

Other speakers in the "TV Everywhere: It's Here, So Where's the Money?" panel include Mark Garner, A + E Television Networks; John Harran, Turner Broadcasting System; Ron Lamprecht, NBCUniversal; and Maggie Suniewick, Comcast Cable.

Prior to his current position, Bishara was senior vice president, HBO Broadband/ Digital Group where he was responsible for the overall strategy, development and rollout of broadband products, including industry benchmark HBO GO. Before HBO, Bishara worked at Time Inc. and AT&T in marketing and product leadership roles. Michael was recently named to [Broadcasting & Cable's 2013 Digital All-Stars list](#) and is a heavily sought-after speaker, having recently presented at CES, Digital Hollywood, Variety Entertainment and Technology Summit, NextTV Summit, OnScreen Media Summit, [Streaming Media East](#) and [TV of Tomorrow Show 2013](#).

Earlier this year, [CableFAX recognized Synacor](#) with the Best of the Web Award for *Best TV Everywhere Technology*, highlighting its ability to improve TV Everywhere by offering easier ways for subscribers to authenticate through Social Login.

For more information on Synacor and its TV Everywhere services please visit [synacor.com](http://synacor.com) or email [tellmemore@synacor.com](mailto:tellmemore@synacor.com). To see Michael Bishara talk more about TV Everywhere, please click [here](#) or [here](#).

### **About Synacor**

Synacor's white-label platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, cloud-based services and apps to their end-consumers across multiple devices, strengthening those relationships while monetizing the engagement. Synacor (Nasdaq:SYNC), is headquartered in Buffalo, NY. For more information, visit [synacor.com](http://synacor.com).

Integrate. Authenticate. Engage.

### **Forward-Looking Statements**

This release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current expectations or beliefs of management of Synacor, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other factors affecting the operation of the respective businesses of Synacor. More detailed information about these factors may be found in filings by Synacor, as applicable, with the Securities and Exchange Commission, including their respective Quarterly Report on Form 10-Q. Synacor is under no obligation to, and expressly disclaims any such obligation to, update or alter their respective forward-looking statements, whether as a result of new information, future events, or otherwise.