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Synacor's Michael Bishara to Participate in TV Everywhere Technology Panel at Next TV Summit, March 18-19, New York City

Synacor's Michael Bishara will participate in "Technology Enhancing the Quality of the VOD, OTT and IPTV Viewer Experience" panel at Next TV Summit, part of the Newbay Media, Broadcasting & Cable and Multichannel News' Leadership Series, alongside industry leaders from Brightcove, Sorenson Media, Clearleap and Harris Broadcasting

BUFFALO, N.Y. and NEW YORK, March 18, 2014 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the leading provider of next-gen startpages, homescreens, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, across multiple devices for cable, satellite, telecom and consumer electronics companies in the U.S. and abroad, today announced its SVP of Product and GM of TV Everywhere, Michael Bishara, will be speaking in the "Technology Enhancing the Quality of the VOD, OTT and IPTV Viewer Experience" panel at [Next TV Summit](#) at 1:50 p.m. ET on Wednesday, March 19, at the Grand Hyatt Hotel, New York.

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, TV Everywhere and Cloud ID Auto Authentication offerings, will participate in a discussion around the subscriber experience when accessing TV and video content on-the-go. Panel participants will offer insights into what technologies need to be implemented to make the adoption of TV Everywhere not only ubiquitous, but easy and fun.

Other speakers will include Mike Green, Brightcove; Marcus Liassides, Sorenson Media; Tim MacGregor, Clearleap, Inc.; Kerry Wheelers, Harris Broadcasting; and panel moderator, Jeff Baumgartner, Multichannel News.

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 [CableFAX's 2014 Digital Hot List](#) and [Broadcasting & Cable's 2013 Digital All-Stars list](#) and is a heavily sought-after speaker, having recently presented at OnScreen Media Summit, Streaming Media East, TV of Tomorrow Show 2013, CableFAX TV Innovation Summit, Variety Entertainment and Technology Summit Co-Produced With Digital Hollywood, [NYC Television Week](#), [VideoNuze VideoSchmooze](#) and Digital Hollywood's [2014 Media Summit](#).

Bishara and his team are continuing to innovate in the TV Everywhere space and develop marquee solutions for pay-TV providers across the country. For example, Synacor launched [its Cloud ID Auto Authentication solution during Sochi](#) and reported a dramatic drop in TV Everywhere abandonment, coming in under 10 percent (compared to a typical TVE abandonment rate of approximately 50 percent).

For more information on Synacor and its TV Everywhere services, visit [synacor.com](#) or email [tellmemore\(at\)synacor\(dot\)com](mailto:tellmemore(at)synacor(dot)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, with tech hubs in Toronto and [Boston](#). For more information, visit [synacor.com](#).

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Forward-Looking Statements

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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.

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