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Synacor's Michael Bishara to Participate in Multi-Screen Video Panel at 2014 Media Summit Produced by Digital Hollywood, March 4-5, New York

Michael Bishara Will Participate in "Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV" Panel at Digital Hollywood's 2014 Media Summit, Alongside Industry Leaders From Cisco, SAP America Inc., Adobe, Qualcomm, Akamai and The Envisioneering Group

BUFFALO, N.Y. and NEW YORK, March 4, 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 "Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV" panel at Digital Hollywood's [2014 Media Summit](#) at 12:30 p.m. ET on Tuesday, March 4, McGraw-Hill Building, New York City.

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 the implications of an "all video, all the time" world. Panel participants will offer insights into different strategies for connected TV technology and content in a multiscreen environment and discuss how the TV Everywhere-friendly universe might evolve.

Other speakers in the "Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV" panel include Yoav Schreiber, Cisco; Scott Campbell, SAP America Inc.; Noah Levine, Adobe; William Frantz, Qualcomm; Frank Childs, Akamai; and moderator Rick Doherty, The Envisioneering Group.

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 NextTV Summit, 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](#) and [VideoNuze VideoSchmooze](#).

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@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, with tech hubs in Toronto and [Boston](#). For more information, visit [synacor.com](#).

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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.

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