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## Synacor's Steve Davi Announced as Featured Speaker at OTT Video Executive Summit

BUFFALO, N.Y. and BOSTON, April 2, 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 that its SVP of Software Engineering, Steve Davi, will be a featured speaker at the Over-the-Top Video Executive Summit ([www.OTTVideoSummit.com](http://www.OTTVideoSummit.com)), to be held at Boston's Lenox Hotel on April 16.

Davi, who heads-up Synacor's Boston/Westford office, will speak on the topics of "Netflix and net neutrality, who wins?," "Economics of hybrid Pay TV/OTT video services," "Content discovery and navigation— way beyond channel surfing," "TV Everywhere: Is it really? What will it take?" and "Platform device wars— TVs, consoles, STBs, tablets, mobile."

The OTT Video Executive Summit brings together thought leaders in the industry to discuss topics crucial to the development of streaming video and evolving Pay TV business models. The conference topics range from content, enabling technologies, to discussions on the evolving viewing behavior of consumers. In addition to experts and executives, the conference includes a panel of everyday people from various demographics. The event is also gamified, with the leading point-getter being awarded the "OTT Genius" trophy.

"Our audience will benefit greatly from Steve Davi's experience and perspective on this dynamic industry," said Brian Mahony, CEO of event producer Trender Research™ Inc ([www.trenderresearch.com](http://www.trenderresearch.com)). "The industry is going through a period of rapid change, and it's innovation by companies like Synacor that are driving it."

In addition to the topics Davi is speaking on, session titles include:

- "Integrating OTT with Social"
- "What's a TV channel these days? What's a brand?"
- "Changing consumer behavior— cord-cutting, multi-screen, interactivity, demographics"
- "HD OTA: the dirty little secret"
- "All things content— licensing, transformation, DRM, tracking"

A focus group of everyday people from various demographics will also provide insights on their viewing habits. These include profiles such as "Chatty Tween," "Working Mom", "New Vision for Univision", and "Nana."

The OTT Video Executive Summit is a one day event and is open to executive across the industry. For more information or media inquiries, contact Brian Mahony, [bmahony@trenderresearch.com](mailto:bmahony@trenderresearch.com), 508-479-7254.

### 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. In addition, Synacor offers digital ad inventory for brands wanting a customized, targeted, programmatic means of reaching their audiences. Synacor (Nasdaq:SYNC), is headquartered in Buffalo, NY, with tech hubs in Toronto, Ottawa and [Boston](#), and ad sales offices in New York, Detroit and Los Angeles. For more information, visit [synacor.com](http://synacor.com).

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### Forward-Looking Statements

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respective forward-looking statements, whether as a result of new information, future events, or otherwise.

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