



June 24, 2014

Synacor's Michael Bishara to Participate in Next TV Summit, June 24, Los Angeles

Synacor's Michael Bishara will participate in "Technology Improving the TV, IPTV and OTT Experience" panel at Next TV Summit, part of the Newbay Media, Broadcasting & Cable and Multichannel News' Leadership Series, alongside industry leaders from Broadway Systems, Ericsson, Jinni, Parrot Analytics, Piksel

BUFFALO, N.Y. and LOS ANGELES, June 24, 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 on the "Technology Improving the TV, IPTV and OTT Experience" panel at [Next TV Summit](#) at 9:00 a.m. PT on Tuesday, June 24, at the Loews Santa Monica Beach Hotel.

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 from Broadway Systems, Ericsson, Jinni, Parrot Analytics, and Piksel will offer insights into what technologies need to be implemented to make the consumer experience around TV, IPTV and OTT dazzling, engrossing, easy and fun, not to mention, monetize-able.

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, delivering marquee solutions for pay-TV providers and content programmers. Synacor recently [launched its Cloud ID Auto Authentication solution](#) and reported a dramatic drop in TV Everywhere abandonment, heading toward zero percent (compared to a typical TVE abandonment rate of approximately 50 percent).

And recently at industry events, Synacor showcased its newest developments in TV and TV Everywhere, including the industry's first iOS app to combine all-in-one functions of bill pay, upgrading services and TV Everywhere content consumption ([announced earlier with Suddenlink](#)). Also on display were Synacor's latest innovations in next-gen start experiences and an early glimpse at Synacor's customized TV and OTT content and services for Android™ tablets. Synacor's Framework for Android turns a single tablet into a multiuser device delivering a collection of favorite TV content, apps and services, depending upon the user.

For more information on Synacor and its products, 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. 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](#).

All Media. One Place. Any Device.

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.

CONTACT: Media Contact:

Synacor Contact:

Meredith Roth

VP, Corporate Communications

646-380-5141

press@synacor.com