

17 July 2015

## **APPOINTMENT OF CHIEF OPERATING OFFICER**

TV2U, a leading content enabler and technology provider, announces that Mr Steve Shalliker has been appointed Chief Operating Officer effective from 3 August 2015.

Mr Shalliker has a wealth of relevant experience and success in IP delivered media and interactive television and strong domain experience in both OTT and managed network solutions. For nearly 20 years he has held leadership positions in strategic and operational roles with start-up businesses and major systems integrators.

Steve's previous roles include Product Director for Quadriga World Wide (a pan-European hotel video solution) and at Alcatel-Lucent's video and systems integration business his roles included product management, head of strategy for the Video Systems Integration Practice, and leadership roles in systems integration projects with strategic customers.

The CEO of TV2U, Mr Nick Fitzgerald said: "We are extremely pleased that Steve is joining TV2U. His experience makes him well positioned to be part of the team as TV2U seeks to convert a next generation solution from a technology platform to an operationally managed services solution scaled to meet the needs of many millions of live users.

"Steve joins TV2U at a very exciting time as we continue to finalise some key commercial agreements currently under negotiation."

### **About TV2U**

TV2U is a pioneer in innovative technologies and business concepts, empowering its customers to increase profitability by generating global revenue through cost-effective cloud-based interactive OTT/IPTV managed services, or as a physically deployed solution at the operator's facility.

TV2U's intelligent Video Accessible Network (IVAN) is the enabler for content monetisation to multiple consumption devices with features including: on-the-fly repackaging, real-time analytics, and targeted advertising by device, location or individual consumer.

TV2U is headquartered in the UK with regional offices in North America, Hong Kong, Singapore, Indonesia, and Australia. TV2U also has local global representation through regional partners. For more information, please visit: [www.tv2u.com](http://www.tv2u.com).