

Interactive TV Works



For Immediate Release

NYU Business Students Win 2013 Interactive Launch Competition With Multi-Screen Video Strategy

*Harvard and Howard MBA Teams Awarded 2nd and 3rd Place
By Judges Panel of Industry Leaders*

NOVEMBER 23, 2013 (New York, NY) — A team of five New York University Stern School of Business students won the 3rd annual Interactive Launch Competition on November 20 in New York by presenting a business analysis and marketing strategy for multi-screen “TV anywhere” technology offered by ARRIS, a leading video technology supplier.

A Harvard Business School team, working with video-on-demand distributor iN DEMAND, placed second by recommending on-demand video services for business sectors. Howard University School of Business placed third by supporting a second-screen video platform to foster viewer engagement, offered by software solutions provider Viaccess-Orca. The competition event also featured competitive plans by Columbia Business School, working with Hearst Television on an interactive news application, and MIT Sloan School of Management, which supported a multi-screen video delivery platform by SeaChange International.

The top three finishing teams won cash prizes to support their education. NYU Stern, which repeated as champion after winning last year, also won this year’s inaugural Audience Choice Award based upon votes by the audience. The NYU Stern students worked with ARRIS to support its Media Streamer 4000 in-home video gateway, which uses Sling Media Inc. place-shifting technology to provide in-home and out-of-home viewing on broadband-connected devices, including laptops, tablets and smartphones.

A Judges Panel of industry leaders observed team presentations and selected the winners, who are all Master of Business Administration (MBA) candidates. The Judges Panel included: Nomi Bergman, President, Bright House Networks; Mark Hess, Senior VP, Business and Industry Affairs, Comcast; Rick Mandler, VP, New Media Sales, ABC Television Networks; Craig Moffett, Senior Research Analyst, MoffettNathanson Research; and Peter Stern, Executive VP, Chief Strategy, People & Corporate Development Officer, Time Warner Cable.

Craig Leddy, President and Senior Market Analyst, Interactive TV Works, founded and hosted the competition, which is designed to inject fresh thinking into how service providers, television networks and technology suppliers deploy new video services and applications for consumers. Guest speakers at the competition event, held at NYU Kimmel Center, included Al Lieberman, Executive Director, Entertainment, Media and Technology Program, NYU Stern, and leading venture capitalist Gary Lauder, Managing Partner, Lauder Partners.

“The competition provided a valuable mentoring experience for the students and an enlightening event for the audience of industry decision-makers,” Leddy said. “The student teams all made intelligent presentations and the judges provided terrific insights. Together they fostered innovative strategies to help bring exciting new video innovations to market.”

Several weeks ago, each student team was paired with a Mentor Company and presented with a case study situation that included business and marketing tasks to perform. Each team must present their solutions before the Judges Panel in a presentation limited to 10 minutes. The competition event was supported by the Cable & Telecommunications Association for Marketing (CTAM) and Horowitz Associates, a leading market research firm.

The NYU Stern winning team, led by captain Daniel Schneider, included Andrew Dolan, Kyle Ishii, Michelle Ow and Kiran Sachdeva. Representing their Mentor Company was Tom Williams, VP, Marketing and Business Development, ARRIS.

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PHOTO CAPTION: NYU Stern’s student team won the 2013 Interactive Launch Competition. Team members include (from left): Michelle Ow, Kyle Ishii, Kiran Sachdeva, Daniel Schneider and Andrew Dolan. (Photo credit: ©Peter Serling, 2013)

About Interactive TV Works

Interactive TV Works is an independent consultancy dedicated to promoting understanding and deployment of advanced video services. Based outside of New York City and led by industry veteran Craig Leddy, Interactive TV Works provides professional writing, marketing & communications support, strategic consulting and industry education through unique events and How Cable Works training courses. See: [Interactive TV Works](#)

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