

Media Play News Salutes The 40 Most Important People in Streaming

The pioneers, the trailblazers, the heavy hitters, the innovators

CARLSBAD, CA, UNITED STATES, November 14, 2022 /EINPresswire.com/ -- Media Play News is out with its first-ever salute to The 40 Most Important People in [Streaming](#). The executives driving the streaming business are profiled in the November 2022 issue of Media Play News, one of five Hollywood trades and the only one to focus on the distribution of entertainment to the home.

[See the issue here](#)

Streaming is the dominant way to watch entertainment in the home or on the go. Subscription video-on-demand (SVOD), in which consumers, for a monthly fee, get to watch as many movies, series or shows offered by a specific service as they like, now accounts for 80% of all home entertainment spending.

And yet despite this success, the increasingly competitive streaming business continues to evolve. SVOD has spawned two variants: ad-supported video-on-demand (AVOD) and free, ad-supported television (FAST). AVOD has two different business models. In the traditional model, viewers can watch movies, TV shows and other programs, on demand, for free, with streaming services making their money from other revenue sources, mostly the sale of advertising. The other model, pioneered more than a decade ago by Hulu, has SVOD services offering subscribers a lower monthly fee in return for watching commercials. FAST offers linear channels supported by ads, just over the Internet instead of through cable or broadcast.

Coming up with a list of the 40 most important people in streaming is no easy task. Defining "important" is subjective, and our approach was to not limit ourselves to revenue and subscriber



The November 2022 issue of Media Play News salutes the 40 most important people in streaming.

counts lest we come up with a list made up entirely of Netflix, Prime Video and [Disney+](#) executives. We also factored in a variety of other attributes, including the candidate's role in the development and growth of the streaming business, innovation and creativity, and reaching underserved audiences. Nominations were open to the public, with the final 40 chosen by a blue-ribbon committee assembled by Media Play News' editorial team.

The honor roll:

Reed Hastings and Ted Sarandos, Netflix

Greg Peters, Netflix

Michael Paull, Disney Streaming

Alisa Bowen, Disney+

Joe Earley, Hulu

JB Perrette, Warner Bros. Discovery

Tyler Whitworth and Avi Saxena, Warner Bros. Discovery

Albert Cheng, Prime Video

Mike Hopkins, Prime Video/MGM/Amazon Studios

Ryan Pirozzi, Amazon Freevee

Dan Cohen, Paramount Global

Tom Ryan, Paramount Global

Jim Packer, Lionsgate

Keith Le Goy, Sony Pictures Entertainment

Matt Strauss, NBCUniversal

Kelly Campbell, Peacock

Danny Fisher, FilmRise

Bill Rouhana, Chicken Soup for the Soul Entertainment

Galen Smith and Jonathan Katz, Chicken Soup for the Soul Entertainment

Adam Lewinson, Tubi

Alison Hoffman, Starz

Andrea Downing, PBS Distribution

Miguel Penella, AMC Networks

Erick Opeka, Cinedigm

Devin Griffin, BET+

Anthony Wood, Roku

Cameron Douglas, Vudu/Fandango

Jamie Erlicht and Zak Van Amburg, Apple TV+

Mark Garner, A+E Networks

Katherine Pond, Vizio

Mitchel Berger, Crunchyroll

Jennie Baired, BBC

Steve Walter, Verizon

Stefan Van Engen, Xumo

Bill Neighbors, Xperi

Chris Blandy, Amazon Web Service
Gene Pao, Shout! Factory
Scott Olechowski, Plex
Paul Colichman, Here TV
Isabel Rafferty Zavala, Canela Media

Thomas K Arnold
Media Play News
+1 714-225-4082

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/601235081>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.