

News



MediaKind elevates Allen Broome to CEO to realize technology vision for 'live streaming without limits'

- Broome advances from CTO to CEO, spearheading MediaKind's vision to raise the industry bar on the ease and quality of live streaming video delivery
- 11-time Emmy-winning Engineering team, under Broome's technology leadership, has broken down the barriers of live video delivery to unlock unprecedented efficiency and scale
- The company's next chapter focuses on powering MVPDs, Broadcasters, Content Owners, and Rights Holders – traditional and new – to realize the freedom of live streaming without limits

FRISCO, TEXAS – **September 16, 2021** – MediaKind, a global change leader in media technology and services, today announces the appointment of Allen Broome as CEO. Broome has led MediaKind's Research and Development organization for the past two years as the company's CTO. Before joining MediaKind, Broome led pivotal technology change in the media industry for over 20 years, including most recently as VP Cloud Engineering at Comcast Cable.

Since joining MediaKind in October 2019, Broome has helped advance the company's teams in the industrialization of broadcast-quality OTT streaming while also reshaping its portfolio to enable full-service solutions. Under his technology leadership, MediaKind's 11-time Emmy-winning Engineering team has successfully broken down the barriers of live video delivery.

Allen Broome, CEO, MediaKind, said: "I am excited to lead the amazing MediaKind team into this next chapter and to continue to drive our innovation leadership in the media industry. Our goal is to give our customers the freedom to stream live without limits. We've tackled the many complex barriers of live video delivery to unlock unprecedented efficiency and ensure quality and low latency at any scale – enabling our customers and partners to focus on their own next-level creativity in content and experience."

Angel Ruiz, Chairman of the Board, MediaKind, said: "The Board would like to thank Matt McConnell for his service and leadership and wish him well for the future. With the elevation of Allen Broome to CEO, we have a true Engineering visionary at the heart of our company. Allen is well equipped to lead and guide our future strategy roadmap and technology innovation and ensure that we continue to provide the best level of support and collaboration with our customers and partners worldwide."

–ENDS–

About MediaKind

MediaKind is a global change leader in media technology and services. Its mission is to deliver transformation by building a continuously better media universe alongside its customers and partners. Drawing on a pioneering industry heritage and fueled by innovation, MediaKind embraces and

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experience. Our video processing solutions portfolio includes Emmy award-winning video compression for contribution and direct-to-consumer video service distribution, advertising and content personalization, high-efficiency cloud DVR, and TV and video delivery platforms. For more information, please visit: [www.mediakind.com < https://www.mediakind.com/>](https://www.mediakind.com/).



Solutions

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