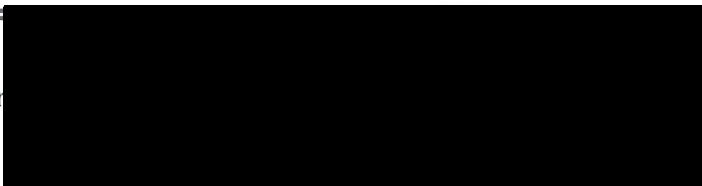


**Committee on Energy and Commerce**  
**U.S. House of Representatives**

Witness Disclosure Requirement - "Truth in Testimony"  
Required by House Rule XI, Clause 2(g)

1. Your Name: <i>Ben Pyne</i>		
2. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No <input checked="" type="checkbox"/>
3. Are you testifying on behalf of an entity that is not a government entity?	Yes <input checked="" type="checkbox"/>	No
4. Other than yourself, please list which entity or entities you are representing: <i>The Walt Disney Company (TWDC)</i>		
5. Please list any Federal grants or contracts (including subgrants or subcontracts) that <u>you or the entity you represent have received</u> on or after October 1, 2011: <i>TWDC and its affiliates have entered into contracts with the United States Armed Forces to accept advertising related to recruitment.</i>		
6. If your answer to the question in item 3 in this form is "yes," please describe your position or representational capacity with the entity or entities you are representing: <i>President, Global Distribution</i>		
7. If your answer to the question in item 3 is "yes," do any of the entities disclosed in item 4 have parent organizations, subsidiaries, or partnerships that you are not representing in your testimony?	Yes	No <input checked="" type="checkbox"/>
8. If the answer to the question in item 3 is "yes," please list any Federal grants or contracts (including subgrants or subcontracts) that were received by the entities listed under the question in item 4 on or after October 1, 2011, that exceed 10 percent of the revenue of the entities in the year received, including the source and amount of each grant or contract to be listed: <i>None</i>		
9. Please attach your curriculum vitae to your completed disclosure form.		

Signature



Date:

*6/11/13*



## Ben Pyne

President, Global Distribution, Disney Media Networks

Ben Pyne is president, Global Distribution, Disney Media Networks. Promoted to this role in June 2007, he has chief responsibility for the global distribution and sales of the far-reaching portfolio of entertainment and news content produced by The Walt Disney Company. This includes all feature films, television series, kids' programming, made-for-TV movies, miniseries, news documentaries, TV animation and direct-to video content – and their distribution to all platforms, including the burgeoning video-on-demand (VOD) and broadband platforms including Netflix, Hulu and iTunes. He also oversees domestic distribution of the Company's television content handled by Disney-ABC Domestic Television, international content and channel distribution through Disney Media Distribution, and is responsible for the ABC Television Network's Affiliate Relations department as well as the Disney & ESPN Media Networks Affiliate Sales and Marketing team.

He reports to Anne Sweeney, co-chair, Disney Media Networks and president, Disney-ABC Television Group, and Alan Bergman, president, The Walt Disney Studios. For domestic responsibilities concerning ESPN, Mr. Pyne reports to Sean Bratches, executive vice president, Sales and Marketing, ESPN and ABC Sports. He also works closely with Andy Bird, president, Walt Disney International.

In his role, Mr. Pyne is charged with handling the retransmission consent agreements for The Walt Disney Company's eight owned ABC stations as well as the distribution of company's advanced products and services, such as video on demand and interactive television services. In addition, Pyne oversees the licensing of broadband and mobile content. In June 2012 through a groundbreaking deal with Comcast Corporation, Pyne's team launched the first-ever Disney-branded live, authenticated networks, making WATCH Disney Channel, WATCH Disney XD and WATCH Disney Junior available online and via a suite of apps for iOS devices. In the past year, the authenticated WATCH services have since also been made available to Cox Communications, Cablevision, Charter Cable and AT&T U-verse subscribers.

Mr. Pyne's many accomplishments include the 2012 launches of the new 24/7 linear channel for preschoolers Disney Junior and ABC Spark, a new linear channel built on the foundation of the successful U.S. brand ABC Family and available in Canada through a license agreement between Corus Entertainment and Disney/ABC Television Group; as well as the growth of newer international services like ABC-TV on Demand and Hot from the US. He has also been instrumental in securing unique VOD and subscription VOD deals, which included the popular subscription video service Disney Channel On Demand and ABC's fast forward-disabled VOD offering, a first for the US television industry. His team also oversaw affiliate-related aspects of the successful rebrand of Toon Disney to Disney XD, and has increased the distribution of Disney Media Network's mobile video distribution business to new heights.

*continued*

## **Ben Pyne Executive Summary (cont.)**

Prior to this role, Mr. Pyne served as president, Disney & ESPN Networks Affiliate Sales and Marketing, a role he was promoted to in October 2005. In this capacity, he directed all affiliate distribution, affiliate relations, affiliate marketing and local ad sales for the U.S. cable and satellite networks of The Walt Disney Company: ABC News Now, ABC Family, Disney Channel, SOAPnet, Toon Disney, ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPN HD and ESPNU. He also oversaw U.S. distribution of related HDTV, broadband, VOD, subscription VOD, interactive television, pay-per-view, Spanish-language, and sports syndication products. He previously served as executive vice president, Disney and ESPN Affiliate Sales and Marketing, from June 2004 through September 2005 and worked closely with Sean Bratches on the successful integration of the ESPN and ABC Cable Networks Group sales teams.

Previous to the merging of the ESPN and Disney-ABC Cable Networks Groups affiliate sales and marketing teams, Mr. Pyne served from 2000-2004 as senior vice president, Affiliate Sales and Marketing for Disney-ABC Cable Networks Group, overseeing all cable and satellite distribution, local ad sales and affiliate marketing for the four basic cable networks within the Group at that time: ABC Family, Disney Channel, SOAPnet and Toon Disney. Under his guidance, Disney Channel transitioned from a pay cable service to an expanded basic service, growing from 6.5 million U.S. subscribers in 1992 when he joined the Company to the more than 94 million today.

Mr. Pyne has a BA from Princeton University and an MBA from Harvard Business School. He was also Orchestra Manager of the New Jersey Symphony from 1985-90, just prior to attending Business School, and has experience with other nonprofit associations prior to that. Maintaining a strong interest in music, Mr. Pyne continues to play the classical guitar. He currently resides in New York City with his wife and two sons.

###

### Media Contact:

Karen Hobson  
Disney/ABC Television Group  
(818) 569-7789  
[Karen.Hobson@disney.com](mailto:Karen.Hobson@disney.com)