

ROBERT D. THUN

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Pacific Palisades, CA 90272

EXPERIENCE

AT&T ENTERTAINMENT GROUP (formerly DIRECTV, INC.) *Senior Vice President, Content & Programming*

El Segundo, CA
July 2013 – Present

- Report to the Chief Content Officer.
- Manage a team of 13 individuals from the Content & Programming department responsible for securing content rights from the major networks and local broadcast station groups, sports networks, Spanish, international, home shopping and religious channels for AT&T.
- In total, this team accounts for more than 90% of the channels across all of AT&T's domestic television platforms (including Puerto Rico) which represent approximately 65% of AT&T's total annual content spend.
- Oversee and manage the relationships and deals with key content partners including Fox Networks, NBC Universal, Turner Networks, Viacom Networks, AMC Networks and the NFL which represent approximately 50% of AT&T's total annual content spend.
- Work across multiple departments on various strategic, product and packaging initiatives related to the acquisition and delivery of content to AT&T's customer base.

UNIVISION COMMUNICATIONS, INC. *Executive Vice President, Business Operations*

New York, NY
March 2012 – July 2013

- Reported to the President of Distribution Sales & Marketing.
- Led the "Deal Team" in developing and executing the distribution strategies for UCI's broadcast and cable television network portfolio across all cable, satellite and telco partnerships.
- Structured affiliation arrangements and develop the pricing and packaging strategies for all of UCI's linear distribution partnerships in order to maximize long-term affiliate revenue for the company.
- Managed the DS&M Business Affairs team (currently 1 SVP, 1 VP and 2 Directors) and all business and legal affairs relating to the distribution of UCI's content portfolio.
- In addition, managed DS&M's Financial Services team (currently 1 SVP, 2 VPs, 1 Director and 4 other team members) and all financial reporting, corporate strategic planning, deal valuation and construction, and MFN compliance related to the distribution revenue of the company.
- Oversaw the relationships with Univision and UniMas broadcast station affiliates.
- In conjunction with UCI's legal department, managed outside counsel with regard to distribution matters.
- Oversaw and monitored compliance with and fulfillment of all obligations pursuant to UCI's distribution agreements.
- Provided the requisite business affairs and financial services support for the DS&M sales, marketing and digital distribution teams.
- Collaborated with an array of UCI departments with respect to any issues or opportunities related to content distribution including Finance, Legal, Government Affairs, Programming Acquisition, Local Media, Advertising Sales, Business Development, Research, Operations and Interactive Media.

AT&T OPERATIONS, INC. *Senior Vice President, Content*

Los Angeles, CA
July 2005 – March 2012

- Reported to the President of Content and served as the team lead for television content acquisition.
- Served as the primary interface for the Content department with AT&T's Product, Marketing, Legal, Regulatory, Public Relations and Corporate Strategy departments on all matters related to U-verse TV.

- Founding team member and key contributor to AT&T's U-verse TV product offering which had grown to over 4 million subscribers since its June 30, 2006 commercial launch and accounted for \$4 billion in annual revenue. Contributions included setting the short-term and long-term content strategy, in addition to packaging strategy, pricing, marketing and external messaging tactics for U-verse.
- Managed a team from the Content acquisition department responsible for securing content rights from the major network and local broadcast station groups, along with all mid-sized to emerging, Spanish, international, home shopping and religious channels for U-verse. In total, the team managed approximately 90% of the channels on U-verse and over \$1 billion in annual content costs.
- Successfully led AT&T's negotiations with A&E Networks, CBS, Comcast Networks, Crown Media, Discovery Networks, Disney/ESPN Networks, Ion Networks, Lifetime Networks, NBC Universal Networks, Rainbow Networks, Scripps Networks, Tribune/WGN, Turner Networks, TV One, Univision Networks, Viacom Networks, The Weather Channel and several other independent networks. The above network groups collectively represented over 60% of the then channels and content costs for U-verse.
- Executed programming agreements that were better than similarly-sized new entrants and was able in several cases to structure deals with economic and non-economic MFN protections despite AT&T's lack of scale and leverage at the launch of U-verse.
- Extensive experience in negotiating linear television content deals in addition to digital content deals for VOD, interactive, broadband, wireless and in-car platforms and products.
- Secured rights for AT&T's enhanced and interactive television product launches including its Olympics, Masters, World Cup, Chicago Cubs, Sports, Kids and News Multiview applications.
- Set initial strategy for AT&T to take a leadership position in HD channel carriage that resulted in an HD subscription rate over 50% (the highest amongst AT&T's competitors).
- Authored and spearheaded the launch of U-verse's HD Premium Tier that generated incremental ARPU growth, reduced existing content costs by nearly \$100 million over a 5-year horizon, and enabled AT&T to take its HD channel leadership position in the industry.
- Lead decision-maker on AT&T's packaging and content strategies for all Spanish and international content offerings on U-verse.

FOX CABLE NETWORKS

Vice President, National Accounts, Sales Strategy & Development

Director, Sales Strategy & Development

Manager, Sales Strategy

Los Angeles, CA

September 2000 – July 2005

April 1999 – September 2000

March 1998 – April 1999

- Reported to the Senior Vice President of National Accounts and Executive Vice President of Distribution.
- Key contributor to the consolidated sales efforts and growth of News Corporation's previously fragmented cable television portfolio. As a result of the consolidated portfolio strategy and team's efforts, Fox Cable Networks' affiliate sales revenue grew by over 400% from 1998 to 2005.
- Oversaw distribution strategies for all "Top 12" cable and satellite operators across Fox's cable portfolio and led Fox's negotiations with Cable One, Insight, SBC and Verizon. The combination of these accounts represented over 80% of Fox Cable Networks' then \$1.9 billion in annual affiliate revenue.
- Managed Fox's Sales Strategy department that was responsible for the financial and contractual analyses, deal construction, and contractual and MFN compliance of Fox's affiliation agreements.
- Chief rate card architect for each of Fox's cable channels and established rates for all new surcharges on incremental sports content acquired by *Fox Sports Networks*.
- Worked in partnership with Fox's Business Development department on the ideation, financial modeling, distribution strategy, internal management discussions and approvals, and the ultimate creation of all new Fox cable channels. Instrumental in Fox's launches of *Fox College Sports*, *Fuel TV* and *Fox Reality*, and laid the groundwork for future launches of *National Geographic Channel HD*, *Fox Business Channel* and *Nat Geo Wild*.
- Active participant in the rights, distribution terms, and expense and revenue sharing negotiations with Rainbow Media Holdings in its joint venture with Fox on *Fox College Sports*.

- Affiliate Sales point person for Fox's HD product line extensions, retransmission consent, and team and league rights acquisition strategies for Fox Cable Networks and Fox Broadcast Company content.
- Directed Fox's U.S. distribution efforts for *China Central Television International* as part of News Corporation's global partnership with the Chinese government. Responsibilities included managing the department's marketing and distribution efforts on behalf of the channel, as well as, maintaining relationships with delegates from China Central Television, China's State Administration of Radio, Film and Television, and News Corporation's Star Television.
- Performed due diligence reviews on several channel acquisition targets that included reviews of financial statements and distribution contracts of the target channels, as well as, preparing reports on findings for senior management. Resulting Fox acquisitions of such targets included *Speedvision*, *Outdoor Life Network* and *Midwest Sports Channel*.
- Prior to National Accounts and Business Development roles, oversaw the strategic planning for the Affiliate Sales department's then \$1.1 billion budget. Responsibilities included preparing annual and 5-year budgets for each of Fox Cable's then 17 channels and participated in meetings with the respective network heads and top Fox Cable Network management to determine subscriber and revenue targets.
- Served as the Affiliate Sales liaison for the Finance, Legal and Research departments. Provided monthly and annual subscriber and revenue forecasts to all impacted department and channel leadership.
- Overhauled the company's billing processes and oversaw the successful implementation of Fox's affiliate database and billing system.
- Managed Fox's external auditing efforts with Cable Audit Associates to ensure the financial compliance of Fox's distribution partners.

ARTHUR ANDERSEN, LLP

Senior Consultant, Economic and Financial Consulting Division

Senior Auditor, Commercial Division

Staff Auditor, Commercial Division

Los Angeles, CA

June 1997 – March 1998

April 1996 – June 1997

July 1994 – April 1996

- Reported to several Arthur Andersen Senior Managers and Partners varying on a project-by-project basis.
- Founding member of the Economic and Financial Consulting Division's Mergers and Acquisitions team.
- Led consulting projects on buy-side mergers and acquisitions transactions.
- Completed due diligence reviews on target company financial statements and operations.
- Performed audits of various clients ranging from privately held companies to Fortune 500 companies.
- Reviewed and prepared financial statements, annual reports and other related SEC filings (10K, 10Q, S-3 and 8-K).
- Identified key business risks of clients through discussions with all levels of management to ensure that risks were addressed and minimized during the respective audit engagement.
- Reviewed registration statements in connection with stock offerings.
- Assessed the strengths and weaknesses of a company's internal controls and delivered management recommendations to help improve efficiencies and mitigate risks.
- Completed a three-month rotation within the Tax Division. Prepared and filed multiple individual and partnership tax returns during such rotation.
- Supervised, trained and evaluated the performance of the members of each engagement team.
- Clients included Dole Foods, Southern California Edison, Sanwa Bank, Marshall Industries, Veterinary Centers of America, The J. Paul Getty Trust, Lexi International, Walker Zanger, Guthy-Renker, Community Bank, Good Samaritan Hospital and Saint Joseph Medical Center.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT Los Angeles, CA
Master of Business Administration, Finance/Entrepreneurship concentration, 3.60 GPA June 2004

UNIVERSITY OF SOUTHERN CALIFORNIA Los Angeles, CA
Master of Accounting, 3.56 GPA May 1994
Beta Alpha Psi National Accounting Honors Society

UNIVERSITY OF GEORGIA Athens, GA
Bachelor of Business Administration, Finance major, 3.55 Finance GPA, Dean's List June 1992

PROFESSIONAL AND CIVIC AFFILIATIONS

Los Angeles Sports Council Board Member (LA Sports Awards Vice Chair), Cable and Telecommunications Association for Marketing, Cable Positive, Cable Audit Associates' Client Advisory Committee, United Way Loaned Executive Program, Riordan Volunteer Leadership Development Program and Boy Scouts of America (Eagle Scout)