



## ROB THUN

### ***Chief Content Officer***

***Rob Thun is the Chief Content Officer of DIRECTV and is responsible for all strategy, investments, negotiations, acquisitions and operations for programming on DIRECTV, DIRECTV STREAM and U-verse TV. In addition to acquisitions, he oversees the production of NFL Sunday Ticket, Red Zone and Fantasy Zone.***

Prior to DIRECTV, Rob was responsible for leading AT&T's programming and content relationships with many of the largest content providers, including Fox, NBCU, NFL, Turner and Viacom. He also oversaw dealings with sports leagues, conferences and other sports providers, international and diverse content partners, as well as broadcast station groups, to provide best-in-class content for AT&T's video customers.

Immediately prior, Rob was Executive Vice President of Business Operations for Univision Communications, Inc. (UCI) where he led the company's deal team in developing and executing the distribution strategies for Univision's broadcast and cable television network portfolio. In addition, Rob managed the field sales, business affairs and financial services teams within UCI's Distribution Sales and Marketing department.

Before Univision, Rob was Associate Vice President of Content for AT&T Operations, Inc. He was a founding team member and a key contributor to the launch of AT&T U-verse, successfully negotiating deals with the industry's top content providers. Prior to AT&T, Rob worked at Fox Cable Networks serving as Vice President of National Accounts, Sales Strategy and Business Development. He also worked at Arthur Andersen LLP as Senior Consultant in their Economic and Financial Consulting division.

Rob holds a Bachelor of Business Administration from the University of Georgia, a Master of Accounting from the University of Southern California and a Master of Business Administration from the University of California, Los Angeles Anderson School of Management. Rob is a board member for the Los Angeles Sports Council where he serves as vice chairman, and also serves on the T. Howard Foundation and Echo Horizon School boards.

Rob is based in El Segundo, CA.