



Multi-Vision Streaming Network

22 June 2020

## **MULTI VISION STREAMING NETWORK WELCOMES BROADCAST PROFESSIONAL PETER FRIEDMAN TO ITS BOARD OF ADVISORS**

**MVSN, a disruptive broadcast technology in sports and entertainment is proud to announce that experienced broadcast chief, Peter Friedman, who has been advising the team on its path to launch, has officially joined the Board of Advisors.**

Friedman's wealth of experience includes Head of Global Television Broadcast Production for sports giant Nike, General Manager of PGA TOUR Entertainment, EVP/Head of Broadcast Content for McCann Erickson, and Director of Lucasfilm Commercial Productions. These job functions bring traditional and multimedia production knowledge and discipline to the MVSN technology and content channel partners.

MVSN Director of Strategy, Steve Lewis, first worked with Friedman while producing a fashion brand and content program for Kohl's retail outlets featuring Lenny Kravitz, Tony Hawk and others, comments:

***Peter has been a mentor, friend and colleague both on and off the field for nearly 20 years. His ability to create content opportunities, produced for broadcast is as natural as breathing. On the team, Pete is a captain's captain; the type of player who makes everyone on the team excel in every way. It is a great honour to have him join the Board at MVSN.***

MVSN CEO and tech visionary John Fenga welcomes Friedman:

***Peter brings a critical component to the team - unparalleled production experience. Having been focused for two years in developing a platform, Friedman's perspective having produced premier content brings our technology to life.***

MVSN is on a fast track to launch focusing on sports and entertainment broadcasting. Its unique features include a multi-cast live event which allows viewers to select the cameras they want to watch or follow the action in TV Mode, directed by experienced producers using MVSN Production Studio application. MVSN enables high-quality production and viewing experience with very CFO-friendly budgets.

Friedman comments: ***MVSN is truly disruptive. Sports organizations, concert promoters and content producers who are looking to manage costs while increasing engagement have a fantastic option using MVSN. This platform gives purpose to the high-quality cameras in mobile phones, the new super-light weight 8k professional cameras and live streaming drones. What we do through a few apps and a phones rivals anything we did with sat-trucks, expensive huge crews and miles of cable. We're having a great time demonstrating the technology and building this team and content partners - which is especially relevant during these very challenging times. I am very excited to be involved.***

MVSN is currently available for both Apple iOS and Android platforms. For more information, please contact:

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Android @ <https://play.google.com/store/apps/details?id=com.esryou.tv>