



## **Jeff Bronikowski Named President of Tribeca Shortlist Subscription Video-on-Demand Service**

*Platform for Film Enthusiasts Launching Later This Year*

SANTA MONICA, CA, and NEW YORK, NY, May 27, 2015 – As the Tribeca Shortlist subscription video-on-demand (SVOD) service prepares to launch later this year, Lionsgate (NYSE: LGF) and Tribeca Enterprises have appointed digital entertainment entrepreneur Jeff Bronikowski to be its President, the two companies announced today.

Mr. Bronikowski spent 12 years as Senior Vice President of Business Development for the Universal Music Group, spearheading the company's digital content strategy and the launch of its digital media initiatives. Most recently, he has served as Chief Operating Officer of Daily Burn, an IAC company, overseeing the growth of the leading subscription-based streaming fitness service across a broad range of platforms. Mr. Bronikowski has also held GM positions at Yahoo! and AOL Entertainment, and an executive position at The Echo Nest, the "big data for music" platform which Spotify acquired in 2014.

"We have a great partner and a world-class brand and, with Jeff's appointment, we're assembling a management team with the expertise to capitalize on Tribeca Shortlist's unique strengths," said Lionsgate President of Worldwide Television & Digital Distribution Jim Packer. "Jeff shares our vision of a platform distinguished by its portfolio of content, level of curation and understanding of what film lovers want to see. We're continuing to build momentum for the launch of an SVOD service that will become a compelling value proposition for movie buffs and next generation consumers everywhere."

"Jeff is a highly accomplished and entrepreneurial executive with the ideal skill set to lead Tribeca Shortlist's management team," said Tribeca Enterprises President and Chief Operating Officer Jon Patricof.

"I'm very excited to work with these two renowned companies to launch Tribeca Shortlist. We see a fantastic market opportunity for this unique movie service, featuring a curated selection of quality films along with compelling original companion content. I'm looking forward to our launch and introducing this new offering to the marketplace," said Bronikowski.

Tribeca Shortlist will enter its beta testing phase next month and will officially launch its service in the fall. Its offering will be comprised of a highly curated selection of critically-acclaimed films drawn from around the world, including titles from Lionsgate and Tribeca Film and other movie studios, as well as exciting original content, rare and exclusive behind-the-scenes footage from ground-breaking independent films and digitally savvy commentary by leading voices in the creative community about the films included in their respective Shortlists.

A graduate of New York University's Leonard Stern School of Business and Georgetown University, Mr. Bronikowski began his entertainment industry career at HBO.

[ABOUT LIONSGATE](#)

Lionsgate is a premier next generation global content leader with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, digital distribution, new channel platforms, video games and international distribution and sales. Lionsgate currently has more than 30 television shows on over 20 different networks spanning its primetime production, distribution and syndication businesses, including such critically-acclaimed hits as the multiple Emmy Award-winning *Mad Men* and *Nurse Jackie*, the broadcast network series *Nashville*, the syndication success *The Wendy Williams Show*, the critically-acclaimed hit series *Orange is the New Black* and the breakout series *The Royals*.

Its feature film business has been fueled by such recent successes as the blockbuster first three installments of *The Hunger Games* franchise, the first two installments of the *Divergent* franchise, *Age of Adaline*, CBS/Lionsgate's *The DUFF*, *John Wick*, *Now You See Me*, Roadside Attractions' *A Most Wanted Man*, Lionsgate/Codeblack Films' *Addicted* and Pantelion Films' *Instructions Not Included*, the highest-grossing Spanish-language film ever released in the U.S.

Lionsgate's home entertainment business is an industry leader in box office-to-DVD and box office-to-VOD revenue conversion rates. Lionsgate handles a prestigious and prolific library of approximately 16,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate and Summit brands remain synonymous with original, daring, quality entertainment in markets around the world. [www.lionsgate.com](http://www.lionsgate.com)

#### ABOUT TRIBECA ENTERPRISES

Tribeca Enterprises is a diversified global media company based in New York City. Established in 2003 by Robert De Niro, Jane Rosenthal and Craig Hatkoff, the company currently operates a network of branded entertainment businesses including the Tribeca Film Festival, Tribeca Film Festival International, Tribeca Cinemas, Tribeca Digital Studios, and Tribeca Film, a distribution label. The Tribeca Film Festival is a diverse international film festival that supports emerging and established directors and also runs the Tribeca/ESPN Sports Film Festival. The company's mission is to provide artists with unique platforms to expand the audience for their works and to broaden the access point for consumers to experience independent film and media.

[www.tribecafilm.com](http://www.tribecafilm.com)

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