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### **Premion Adds OTT Publishing and Data Executives Joel Fineman and Peter Ilberg**

Premion announced today new hires for key positions to accelerate its ability to serve the rapidly-evolving over-the-top (OTT) advertising market. Joel Fineman, formerly with Roku Inc.'s content acquisition and advertising technology team, is joining Premion as director of publisher development, and Peter Ilberg, formerly a sales director, will become the company's director of data solutions.

Premion is TEGNA's industry-leading OTT advertising platform which allows local, regional and national customers to place advertising in premium, long-form, live and on-demand video programming delivered across a broad array of streaming devices. Recently, Premion expanded its ad services platform with the introduction of Premion Audience Selects, a first-of-its-kind proprietary-built data management platform which includes 2,000 first-party unique audience segments.

"As a leader in the OTT advertising space, we strive to provide robust, holistic solutions that work for advertisers, agencies and content partners," said Premion president Jim Wilson. "We are fortunate to have attracted two top-performing experts to help our partners advance their go-to-market plans and leverage data to help optimize their OTT campaigns. Our commitment to providing innovative solutions to address critical requirements such as transparency, privacy, targeting and the advertising experience has set Premion apart in this dynamic market."

Fineman will further establish and expand Premion's overall publishing strategy with content providers as newly-appointed director of publisher development. In his roles at Roku, Fineman worked with traditional TV network partners, such as Disney, Fox, and NBC, to grow their audience and their revenue on the Roku platform. In addition to managing the marketing and distribution relationships with Roku's East Coast channel partners, Fineman provided counsel on app development, in-app programming, and the OTT ecosystem at large.

As director of data solutions, Ilberg will take a leadership role in Premion's overall data strategy to grow and build relationships with content partners, brands, and agencies for Premion Audience Selects. Ilberg comes to Premion from Lotame, a leading independent data management platform and most comprehensive data exchange, where he has worked since 2014 to build the company's sales relationships with regional and national publishers, agencies, and brands. Prior to Lotame, Ilberg held strategic business development roles at CBS, IAC and NBC Universal.

#### **About Premion**

Premion, a division of TEGNA, is a first-in-market over-the-top (OTT) advertising services platform. With over 100 top-tier content providers and 700+ TEGNA Sales Reps, Premion is the one-stop-shop for OTT advertising for regional, local, and political advertisers. Premion simplifies the OTT buying process by placing ads alongside premium long-form and live streaming content across branded networks and providers in just one easy transaction. For more information, visit [www.premionmedia.com](http://www.premionmedia.com)