

Media Asset Capital strengthens its board

London UK – Media Asset Capital the international media advisory and investment company has announced two new members to its board. Ted Taylor former MD of Panasonic Broadcast Europe and Michael McEwen President of Canadian Digital Television.

Taylor joins MAC to help develop the company's technical reach. With his experience as a broadcaster in the UK's leading independent news organization, ITN, and subsequently with Panasonic he has a breadth of experience that is rare to find in the industry.

McEwen has joined to take MAC into the Canadian market, bringing his considerable Canadian and North American experience to the company. His particular specialty in High Definition is a growth area for the company and through MAC, McEwen will be able to take his knowledge into other areas of the world that are just beginning to get to grips with an HD world.

Tom Wragg CEO of MAC said, "I am delighted to have Michael and Ted on board. They bring considerable skills and experience to our rapidly growing company and I look forward to working closely with them to develop our advisory and investment businesses.

About Media Asset Capital

Media Asset Capital offers its clients an in depth understanding of media and the media industry through its consultancy and advisory services. Working with investors, manufacturers and broadcasters, MAC is able to bring a broad media skill base to issues and opportunities through its own staff and a considerable group of associates.

About Ted Taylor

In 2001 Taylor was appointed Managing Director of Panasonic Broadcast's pan-European broadcast sales, service and marketing organization. The organization comprised two companies (PBE Ltd in UK and PBE GmbH in Germany) plus subsidiary offices in the other major European countries with agents in the remainder.

Prior to Panasonic Taylor was Director of Technology at Independent Televisions News Ltd in London, UK, where he had been for 29 years holding numerous engineering, operational and management positions giving him an enormously broad experience across the whole broadcasting spectrum. Key positions held were Head of Engineering Maintenance, Deputy Head of Production and Chief Engineer when he led the team which designed and installed ITN's revolutionary studio

centre in central London. He became well known as a technical innovator within the broader European industry and regularly contributed and chaired technical sessions at various international events.

He was a prime mover, during the mid 1990s, in persuading a number of manufacturers to develop large video server systems with mirrored complimentary browse servers as a means of providing large scale desk-top production facilities and automated transmission. In 1999, this initiative led to ITN installing what was then the World's largest server based news production system feeding 4 TV services from 250 desktop workstations. The system won an Emmy for ITN and the manufacturer.

About Michael McEwen

McEwen advises on Media, Strategy, Policy and Broadcast Digital Technologies, and is President of Canadian Digital Television (CDTV), former Secretary General of the North America Broadcasters Association (NABA) and past President of the World Digital Audio Broadcast Forum. He has over 35 years of radio and television experience, 27 years of which were spent with the Canadian Broadcasting Corporation.

McEwen has been President of CDTV since 1998, a Canadian industry association mandated to guide the transition from analogue to digital high definition television. As Secretary General of NABA, he represented the interests of North American Broadcasters to international forums and institutions from 2001 to 2005. While President of the World DAB Forum, he represented the members on the introduction of this technology to Global markets.

McEwen was named Vice President and Senior Advisor to the President and CEO of the CBC in November 1995. From November 1995 to July 1996 he was also Vice-President, Human Resources in addition to his other responsibilities.

He served in a number of executive Corporate and Media positions including; Senior Vice-President Media (responsible for all French and English TV and Radio services), Senior Vice-President, Radio Services, Executive Vice-President (responsible for all French and English TV and Radio services) and Vice-President of English Radio.

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