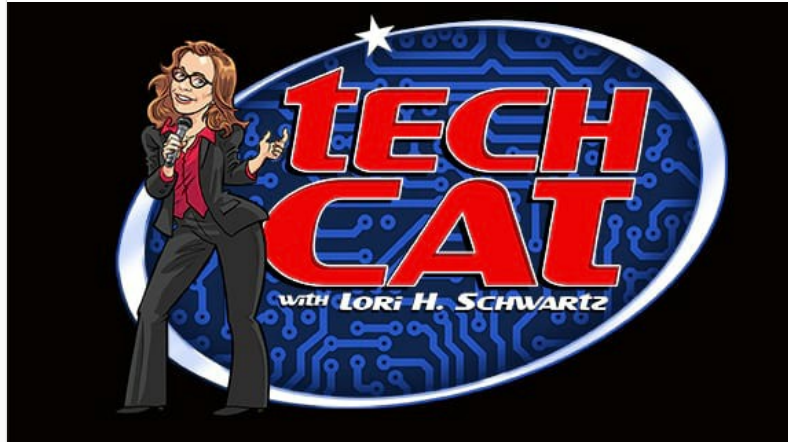


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The Tech Cat Show Wednesday at 1 PM Pacific

**December 19th 2018: Digging into On-Demand Video with
Canoe Venture's Chris Pizzurro**

This week on the Tech Cat Show we dive into the ecosystem for video on demand and advertising across video platforms with Canoe Venture's Chris Pizzurro. Canoe performs service assurance on ad and promo campaigns into the VOD DAI ecosystem for national TV networks and is owned by Charter, Comcast, and Cox. Chris is Head of Sales and will fill us in on the latest data surrounding consumer's consumption behavior with video and how well television is really doing. We're going to dive into trends like the 23 billion impressions in Canoe's world and the huge growth in platforms like Hulu, Sli

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Featured Guest



Chris Pizzurro

Chris Pizzurro: Head of Sales & Marketing Chris has over 30 years' experience in national media strategy, marketing, and implementation, with a focus on traditional TV and digital media advertising. He is currently Head of Sales & Marketing at Canoe, a company focused on service assurance for video on demand (VOD) dynamic ad insertion (DAI) on video platforms including set-top-box, IP, and mobile across its 36 million household MVPD ecosystem. Prior to Canoe, he was a Principal at Leap Media Group, an advertising consultancy specializing in advanced TV advertising. Before Leap, Pizzurro spent 13 years at Turner Broadcasting advertising sales. He has received an Emmy® Award nomination, a W

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