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# Showtime: David Nevins

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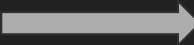
# David Nevins

President & CEO of Showtime

# Showtime Background

- Is a Premium Cable and Satellite TV network
- Content includes newly released motion pictures, original TV series, sports, comedies, and other TV oriented movies
- Launched in 1976
- First program launched was a concert special called “Celebration”
- Is available to 29.7 million households in the U.S.

# Nevins Background

- B.A. in American Studies From Amherst
- Telemarketer for Time Life Books
- L.A. is the move!
- Assistant storyteller for TV Producer Lewis Chesler
- SVP of Primetime Series at NBC- drama development
- Fox Programming Executive- oversaw everyone, “24”
- President of Imagine Television- “Friday Night Lights”
- Showtime! Entertainment Chief  President

# Notable Accomplishments

- NBC- Creation of Law and Order
- FOX- Emmy and Golden Globe Award for “24”
- Imagine- Emmy Award and Outstanding Comedy Series, for “*Arrested Development*”, Outstanding Drama Series for “24”
- “*Friday Night Lights*” received honors from the American Film Institute for Television Program of the Year, George Foster Peabody Award, and Emmy Award
- Showtime- “*Homeland*” first network show to win an emmy for best drama, emmy nominated series

# Goals For Showtime

- “Crack 20 million subscribers” —————> 24 million
- More male viewers
- “Best shows, the best writers, and the best actors”
- “Playground for “storytellers”
- Always looking for the “yes” network buyer —————> subscribers
- Diversify the lineup “niche in the premium space, we can do anything”
- Create shows with “multiple tones” vs. singularly focused ex: Shameless
- Move deeper into sports, reality and late night documentaries- more adult content
- “A healthy network is always in a constant state of renewal”

# Fun Stuff About Nevins

- He likes a chick flick more than anything
- Would rather be anything than boring
- Occasionally runs red lights, because “it’s fun to be naughty”
- One of his favorite shows is *Project Runway*