

Spring 2020

Bungalow Media+Entertainment: Robert Friedman

Brittany Line
Bowling Green State University

Follow this and additional works at: <https://scholarworks.bgsu.edu/mclp>

How does access to this work benefit you? Let us know!

Recommended Citation

Line, Brittany, "Bungalow Media+Entertainment: Robert Friedman" (2020). *Media Company Leader Presentations*. 29.

<https://scholarworks.bgsu.edu/mclp/29>

This Book is brought to you for free and open access by the Media and Communication at ScholarWorks@BGSU. It has been accepted for inclusion in Media Company Leader Presentations by an authorized administrator of ScholarWorks@BGSU.

ROBERT FRIEDMAN

**CEO and Founder of Bungalow
Media+Entertainment**

By: Brittany Line



Photo by KCG393 via Wikimedia Commons

BACKGROUND

- Born on March 24, 1946 in New York
- Graduated from Vassar College in 1978
- MBA from Columbia University in 1980
- Began his career in Advertising at Grey Advertising
- MTV original development team for global and consumer grade marketing

- Moved into the entertainment industry by working for MTV
- In 1991 he launched New Line Television, an expansion of New Line Cinema
- Sold Radical Media
- Became an entrepreneur by starting Bungalow Media+Entertainment



RISKS

ACHIEVEMENTS

- Launching of New Line Television
- Named ‘Media Man of the Year’ by ADWEEK
- Top 100 marketers in the country by AdAge
- Inducted into the Broadcasting & Cable Hall of Fame
- Won a Daytime Emmy Award
- Founding of Bungalow Media+Entertainment

MANAGEMENT PHILOSOPHY

Focuses on keeping a broad outlook on media production. Success comes by adapting to changes in the industry and innovative work.

Mindset

Explorer and Connector



BUSINESS MODEL

“What we’re trying to do is to create content and product where we think we have a competitive advantage, and that competitive advantage can either be because we think we do it better or we have certain assets exclusively that someone else would not find.”

- Robert Friedman

MILESTONES

1991 - 2003

Launched New Line Television

President of New Line Television

CMO for Time Warner

President of AOL, Interactive Marketing, TV, & Ad Sales

2006 – 2012

President of Radical Media

Executive Producer

2013 - Present

Founded and CEO of Bungalow Media+Entertainment