AMC Networks SVOD: Miguel Penella

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Media Leader
Presentation: Miguel Penella

Dean McCandlish
Roles

- Penella is the President of AMC Networks SVOD
- He is also the president of RLJ Entertainment
AMC Networks SVOD (Subscription Video on Demand)

- AMC Networks SVOD focuses on shared video on demand products under the AMC umbrella.
- Subscription, or streaming, video on demand is a service where people subscribe to a service and in exchange they get content such as TV shows, Movies, and sports.
- This includes AMC+, Acorn TV, Sundance Now, IFC, and Shudder
Background and Achievements

- Graduated with an MBA from Adelphi University
- As CEO of Acorn Media Group, he lead the transition from DVD distribution company to media company
- Became president of RLJ Entertainment and expanded their brand as an expert in direct-to-customer business model
- After RLJ Entertainment was bought by AMC Networks, Penella became president of AMC Networks SVOD where he oversees AMC+, IFC, Sundance, BBC America, and more
Management Philosophy

- Penella focuses on providing quality content in order to build a company’s brand, and customer satisfaction.
- Focuses on dual revenue sources, as he runs different services for different audiences under AMC’s umbrella.
- Variety of Content: All subscription services Penella runs have different styles of content.
AMC Networks SVOD Business Model

- Subscription based services.
- Multiple Revenue Streams from many services (AMC+, Sundance, IFC, etc)
- Advertising Revenue for lower cost subscriptions
Milestones

- 2001 Miguel Penella worked as executive for Time Life
- 2007 Became CEO of Acorn Media Group, launched Acorn TV
- 2012 Became COO of RLJ Entertainment
- 2013 Became CEO of RLJ Entertainment
- 2018 After RLJ was acquired by AMC networks, Penella became CEO of their SVOD division.
- 2019 Penellas leadership led to AMC Networks SVOD passed 2,000,000 subscribers for their services.
Today and Moving Forward

Today, Miguel Penella continues to grow AMC Networks Subscription Video on Demand services, and plans on reaching 5-7 million subscribers by 2024.