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AMC Networks SVOD: Miguel Penella

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The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is positioned in the white space between these blue elements.

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

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 led 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