



**DISNEY/ABC TELEVISION GROUP**

500 South Buena Vista Street, Burbank, CA 91521

## Peter Seymour

Executive Vice President, Strategy and Research, Disney Media Networks

As executive vice president of Strategy and Research for Disney Media Networks, Peter Seymour oversees strategy development for all of The Walt Disney Company's worldwide broadcasting and cable programming activities, which include ABC Television Network, ABC Family, *ABC News NOW*, Disney Channel, Disney XD, ESPN, ESPN2, ESPN HD, ESPN2 HD, ESPN Classic, ESPN Deportes, ESPNEWS, ESPNU, SOAPnet, ABC Studios and Disney-ABC Domestic Television, as well as Radio Disney and Hyperion Publishing. In his role, he also has oversight of Research and Media Planning for the Disney/ABC Television Group.

Under Mr. Seymour's leadership, the strategy group works with the business units to develop long-term vision and growth strategies and to expand Disney Media Network's international presence. He is involved in coordinating strategy across businesses, evaluating new business and performance opportunities, potential investments and acquisitions, as well as developing advanced advertising and consumer relationship management capabilities. Additionally, he advises the Media Networks' various divisions on new technology advancements and market developments.

Mr. Seymour also oversees the Research and Media Planning divisions for the Disney/ABC Television Group. He leads research teams that identify critical consumer trends, define target markets, develop brand strategies, provide marketplace and competitive information, measure performance and work closely with the strategy team to highlight business opportunities for ABC Primetime, ABC News, ABC Late Night, ABC Daytime, Disney Channel, Disney XD, ABC Family and SOAPnet. His research teams also work with Disney's Ad Lab, a state-of-the-art research facility studying emotional drivers of audience behavior toward all media that the TV Group creates and sells. Leading the Media Planning team, he is responsible for the development and implementation of paid media and synergy strategies for TV Group properties, working in conjunction with the network marketing teams across the Group.

Mr. Seymour serves as a Disney representative on the boards of A&E and Lifetime.

He began his career at The Walt Disney Company in 1996 as a manager of Strategic Planning, and rose through the ranks to senior vice president, Strategic Planning, where he was responsible for overall corporate development activities, as well as strategy and business development for the company's technology and broadcasting initiatives. Most recently Mr. Seymour served as senior vice president of Strategic Planning for Disney Media Networks, where he helped develop the division's long range plans, led a series of initiatives to develop advanced advertising capabilities, including the launch of Disney's Ad Lab, and began building Disney/ABC Television Group's customer relationship management plan.

Before joining Disney, he was a manager at The LEK/Alcar Consulting Group, where he managed strategy consulting projects in technology and media fields.

Mr. Seymour holds a B.A. in Economics and Asian languages and an M.B.A. from Stanford University, where he was an Arjay Miller Scholar, graduating in the top ten percent of his graduate class. He is proficient in French and possesses conversational skills in German, Chinese and Spanish. He has spent more than a dozen years living abroad in Yugoslavia, Poland, Germany and Belgium.