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# Turner Classic Movies (TCM) & FilmStruck Announce Executive Promotions

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## Turner Classic Movies (TCM) & FilmStruck Announce Executive Promotions

Richard Steiner Promoted To SVP of Digital Products & Services

Lydia Kim Elevated To Vice President of Business Development & Strategy

CJ Bargamian Joins as Vice President of OTT Services for FilmStruck

**Turner Classic Movies (TCM)** and **FilmStruck** today announce a number of promotions and a new hire to its executive team. Richard Steiner has been promoted to **senior vice president of digital products and services**, up from vice president of digital products and services; Lydia Kim was promoted to **vice president of business development and strategy**, up from director of business development and strategy; and CJ Bargamian joins the FilmStruck team as **vice president of OTT services**. All three executives are based in Atlanta and Steiner and Kim will continue to report to Jennifer Dorian, executive vice president of 360 brand strategy and general manager of TCM and FilmStruck. Bargamian will report to Steiner.

In his elevated role, **Richard Steiner** will be responsible for all aspects of digital development and strategy for both brands, including managing all digital and online platforms, overseeing the digital components for TCM brand and event initiatives such as the TCM Classic Film Festival and TCM's fan club, Backlot. He will also be charged with revenue strategies and technical oversight of FilmStruck including product distribution, user interface guidelines, new product development and existing digital product improvements. Additionally, Steiner will oversee all operations for the TCM digital business including its website, as well as the network's multiplatform initiatives such as the Watch TCM App and other mobile products. Previously, Steiner served as vice president of digital products and services where he was responsible for all facets of digital development and strategy for TCM, including supporting the linear channel as well as new business extensions for the division.

In her new role, **Lydia Kim** will develop long-term growth strategies for TCM and FilmStruck, oversee forecasting, cross-functional coordination between departments as well as create both the long-range and short-term strategic planning for both brands. Kim previously served as the director of business development and strategy for TCM where she provided overall project management for the launch of FilmStruck and crafted assessments and budget presentations for annual goals, business updates and research summaries.

**CJ Bargamian** joins FilmStruck to lead the day-to-day operations including overseeing consumer outreach, marketing, acquisition, subscriber communication, customer experience, product design, forecasting and subscriber analytics. Bargamian joins the team from Starz, where he served as vice president of digital marketing, leading the digital and social media marketing strategy for all Starz original programming and the Starz brand. He recently oversaw the launch of Starz OTT app, including marketing strategy, subscriber acquisition and day-to-day operations.

"Richard and Lydia have been vital to the success of our brands and their strategic vision, strong leadership and focus on developing fan-first experiences make them among the best in the business," said Jennifer Dorian. "CJ is a great addition to our FilmStruck team and I'm confident his experience in

the direct-to-consumer space will help the brand continue its successful climb as an immersive SVOD offering.”

Hi-res headshots available in the Turner pressroom at the following link:  
Pressroom.turner.com

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### **About Turner Classic Movies (TCM)**

Turner Classic Movies (TCM) is a two-time Peabody Award-winning network that presents great films, uncut and commercial-free, from the largest film libraries in the world highlighting the entire spectrum of film history. TCM features the insights from Primetime host Ben Mankiewicz and Saturday daytime host Tiffany Vazquez, plus interviews with a wide range of special guests and serves as the ultimate movie lover destination. Currently in its 23rd year as a leading authority in classic film, TCM offers critically acclaimed series like The Essentials, along with annual programming events like 31 Days of Oscar® in February and Summer Under the Stars in August. TCM also directly connects with movie fans through events as the annual TCM Classic Film Festival in Hollywood, the TCM Big Screen Classics series in partnership with Fathom Events, as well as through the TCM Classic Film Tour in New York City and Los Angeles. In addition, TCM produces a wide range of media about classic film, including books and DVDs, and hosts a wealth of material online at tcm.com and through the Watch TCM mobile app.

TCM is a division of Turner, Time Warner Company, is a global entertainment, sports and news company that creates premium content and delivers exceptional experiences to fans whenever and wherever they consume content. These efforts are fueled by data-driven insights and industry-leading technology. Turner owns and operates some of the most valuable brands in the world, including Adult Swim, Bleacher Report, Boomerang, Cartoon Network, CNN, ELEAGUE, FilmStruck, Great Big Story, HLN, iStreamPlanet, Super Deluxe, TBS, Turner Classic Movies (TCM), TNT, truTV and Turner Sports.

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### **About FilmStruck**

FilmStruck is a new subscription on-demand service that offers film aficionados a comprehensive library of films including an eclectic mix of contemporary and classic art house, indie, foreign and cult films. Developed and managed by Turner Classic Movies (TCM) in collaboration with the Criterion Collection, FilmStruck is the exclusive streaming home for the critically acclaimed and award-winning Criterion Collection, including the Criterion Channel, a new premium service programmed and curated by the Criterion team. FilmStruck is Turner’s first domestic direct-to-consumer offering launched in November 2016.

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### **Connect with TCM**

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TCM Store: [shop.tcm.com](http://shop.tcm.com)  
Watch TCM app available for iOS and Android Platforms.

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