

Name  
**John Gilles**

www.method.com

## Profile

Role  
**Vice President, Media & Entertainment**

San Francisco  
New York  
London



John Gilles is the Vice President of Media and Entertainment at Method. An internationally recognized expert on advanced television and Internet media, he specializes in new product development, programming development, content production, and digital content business strategy for leading media companies. As a longtime cable TV and Internet executive he has led the development of many digital media products, including HD, VOD and broadband video channels, rich-media web sites, interactive television applications, games, mobile applications and interactive program guides.

John brings more than 18 years of interactive media, strategy, and business development experience to Method. He has led interactive media for three cable networks: Comcast-owned G4TV, TechTV, and its predecessor, ZDTV. Most recently he was responsible for helping launch Rainbow Media-owned cable channel, and developed the personalized interactive programming guide MeeVee.

In addition to his work in product development, John has been widely published in industry publications and mainstream media. He previously served as a producer and reporter on MSNBC's "The Site," and was a technology correspondent for Wired News and Gannett Newspapers. He also has wide-ranging experience in business development, having negotiated many content licensing, distribution and application development agreements with and for cable, direct-broadcast satellite and Internet companies, including Comcast, Cablevision, Rainbow Media, Time-Warner, Microsoft, Real Networks, Yahoo!, Apple, and many others.

John is Vice Chair of the Producers Guild of America Bay Area Chapter and member of the Academy of Television Arts & Sciences Interactive Media Peer Group, as well as a mentor for the American Film Institute's Digital Content Laboratory. He's a frequent public speaker and motivator of forums on advanced TV, video games, and convergent media. He lives in the San Francisco Bay Area with his wife and children.