

**Philippe Brodeur**  
**Managing Director, Hot Air Media, Ireland**

Philippe Brodeur is one of the few television executives who moved into online TV without having to be dragged kicking and screaming. His passion to make TV interactive has seen him win top awards for TV, online and marketing over the past 20 years in Ireland, the UK and World competitions. Philippe works with broadcasters, production companies, technology companies and brands to create and implement multi-platform strategies to generate revenue and growth.

A strategic thinker, he spends most of his time developing branded content strategies for RTÉ Television, TV3 Ireland, Setanta Sports and numerous blue chip brands. He advises University College Dublin on a Film, TV and New Media school and regularly consults with the Irish Government on Interactive Media.

In 2007 he led TV3's multimillion euro investment into online by developing a truly web 2.0 broadcaster portal with more than 50 destination sites and integrating it across all business functions within TV3. Since then, TV3.ie has transformed the stations revenue model from one dominated by spot advertising to selling services and sponsorships - 25% of the station's revenue now comes from non-spot advertising. Prior to venturing online, Philippe was the executive producer of numerous programmes and series including Rugby World Cup 2007, The Political Party, Ireland AM, News Tonight and News at 5:30. Philippe also helped launch TV3 Ireland in 1998 – Europe's last terrestrial television station. Before moving to Ireland, he spent 7 years with the BBC in London as a news producer and holds a Masters in International Journalism from City University, London.



**Hot Air Media**

Hot Air Media is Ireland's only agency specializing in Social Television, gaming and TV Everywhere experiences. The core of the business is about video that combines multiscreen platform strategies to support clients' business needs. At the end of the day, it's all about telling a good story and engaging consumers on whatever screen they choose. Clients who choose Hot Air Media do so because they want a quality of service that extends beyond the livingroom television screen into the pockets of mobile consumers and everywhere in between. It's all about making the content appealing, giving the consumers value, and keeping them coming back for more.

