

# Hulu Director Confirmed to Speak at Media2010

Simon

Gallagher, Director of International Business Development at Hulu, the online video sensation that has rocketed to become one of the top video destinations on the Internet in the U.S, is confirmed to speak at Media 2010 commercial media summit in Sydney, February 19, 2010. Gallagher

is a sports and entertainment executive with extensive international experience representing media rights for some of the worlds most recognisable brands. As director, international business development, Simon is instrumental in the continued growth and expansion of Hulu into new markets.

Hulu a

joint venture between News Corp, Disney and NBC Universal is a free online video service that offers hit TV shows, movies and clips at Hulu.com and other online destination sites anytime in the U.S. Since its inception in 2007, Hulu has reached over 43 million unique users each month. It features content from over 200 premium content partners as well as advertising from over 400 of the worlds leading brands.

With

Frost & Sullivan predicting a 48% compound annual growth in video advertising over the next 5 years and internet video consumption rising 130%, Jack Matthews, CEO of Fairfax Digital predicts Internet video will come of age in 2010 and be a disruptive force transforming the multi-billion dollar television industry.

We are

thrilled to have Simon keynote Media 2010. With Australia starting to get serious about IPTV, Simon will be able share with us great insight on how Hulu captured the U.S online video market.

Media 2010 will feature insights from cutting edge CEOs and

media entrepreneurs from around the world including: New York Times, Al Jazeera, The Daily Mail and Associated Northcliffe Digital, Moderati, MSNBC, Thomson Reuters, Denuo, Fairfax Digital, Information Architects, Adify and more. The one day conference presented by Fairfax Digital in association with XMediaLab will be held on Friday 19 February at Doltone House, Jones Bay Wharf, Pyrmont. For more information visit [www.media2010.com.au](http://www.media2010.com.au).

For media interviews and press passes please contact

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About

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X|Media|Lab is the internationally acclaimed professional network and digital media event for the worlds creative industries. X|Media|Lab provides assistance with creative industries development, business development and access to international expertise and finance. Each X|Media|Lab is a completely unique event where people with original digital media ideas connect with a superb international network of independent creative thinkers, technology wizards, commercialisation experts, potential business partners and financial resources. [www.xmedialab.com](http://www.xmedialab.com)

Since its founding at the Sydney Opera House in 2003, 30 X|Media|Lab events have been held in 10 locations all around the world including: Beijing, Shanghai, Suzhou, Mumbai, Kuala Lumpur, Singapore, Seoul, Amsterdam, London, Los Angeles, Auckland, Wellington, Melbourne and the Sydney Opera House.