



## **DIGITAL DATA TRACKING COMMITTEE FY 2021-22**

The Digital Data Tracking Committee has oversight of the vendors responsible for aggregating worldwide digital transaction data for movies and TV shows. The Digital Data Tracking system illuminates digital title specific performance by genre, channel, source, territory and resolution. The Digital Data Tracker is a tool that helps provide a better understanding of the latest sales trends, marketing effectiveness and is used to guide strategic decisions on release.

### **Chair**

Jeremy Enos  
Senior Vice President, Worldwide Market Intelligence & Strategic Planning  
Paramount Home Entertainment

### **Members**

Brian Connolly  
Analysis Manager, Corporate Development  
Cinedigm

Dan Preston  
Manager, Sales Planning & Analysis  
Lionsgate

Kenny Yamasaki  
Vice President, Sales Planning & Analysis  
Lionsgate

Katie Deutsch  
Executive Director  
MGM

Aaron Jackman  
Vice President, Worldwide Digital Distribution  
MGM

Benjamin Schwaib  
Vice President Finance & Business Analytics  
NBCUniversal Digital Distribution

Rob Spink  
Director Business Insights, International Distribution  
NBCUniversal

Clay Baber  
Director, Processes & Analytics  
Paramount

Sandra Heistand  
Executive Director, Sales Planning and Reporting  
Paramount

Lan Bui-Lykidis  
Associate Director, Global Insight & Data Analytics  
The Walt Disney Company

Tyrone De Maria  
Vice President, Worldwide Data Management & Analytics  
Warner Bros. Home Entertainment

Nataliya Odesskaya  
Executive Director, Data Management  
Warner Bros. Home Entertainment

Bill Radding  
Senior Vice President, Global Category Management  
Warner Bros.