



Anthony Dillistone
Co-Managing Partner

Co-Founding Partner of MediaMojos - a leading International entertainment and digital media consultancy- Mr. Dillistone is a multi-award winning Entertainment/Media/Digital, Consumer Goods and Technology strategist with 20+ years of hands-on successes and experience in International product creation, development, distribution and promotion.

His experience includes work as an editor/writer/project manager for top-ranked Advertising agencies; as Producer/Director, Production Manager, Line-Producer, 1st Assistant Director for nationally-aired Television commercials, which number amongst them Clio and Cannes Festival Lion winners; for a range of music videos, television programs, corporate video and independent films; and as an actor for TV and in theatre.

An accomplished writer, Anthony regularly contributes articles to industry publications, was formerly Managing Editor of STOX Magazine, and, currently writes a monthly column for tecnonews.

He has developed and maintained strong C-Suite relationships with the leading cross-vertical Companies, first-tier networks and studios in the U.S., Canada and Europe, and leading figures in today's media, technology, consumer goods, communications and entertainment sectors; presenting papers about the convergence of technology and Entertainment – e.g. *"Market Perspective: Commercial Mobile Video"* - at leading industry events, and spoken on such topics as *"Social Media and the Promotion of Indy Films"* (seminar series for Madonna University's Capstone Film program).

He has introduced a significant range of domestic and international, Consumer Goods, Entertainment, Sports and Media companies into the

North American and global cross-platform content and product marketplaces; as part of which he has co-produced and led roadshows and trade missions for Austrian, Irish, Russian, Chinese, and Canadian Companies.

Previously Setanta Media's Executive Director of Mobile Programming, Mr. Dillistone played the lead role in the successful launch of Setanta Mobile into North America and China, with hands on participation in the development of content line-up and acquisition – including FIFA World Cup and Rugby World Cup programming - as well as negotiating Setanta's carriage agreements with a range of OTT and mobile networks.

He was responsible for creating the concept of International Entertainment/ World Sports for U.S. and Canadian networks, and in placing CFL Wireless, Fight Mobile, Poker News!, One World Sports and several other significant sports and Entertainment programs in top-ranked positions, reaching 350 million consumers in the U.S and Canada, year-on-year exceeding revenue and traffic expectations.

Mr. Dillistone played a lead role in the development and fielding of Geosmack Enterprises 3D, 2nd Screen programming for the 37th Ryder Cup, in association with Turner Sports Interactive, and Geosmack's highly successful "Santa Tracker" mobile program for Verizon Wireless and The Salvation Army.

He has created successful programming and negotiated content distribution deals in Canada and the U.S. for, amongst other partners and clients, Corus Entertainment, TheatreSports, the NHL's Vancouver Canucks, Edmonton Oilers and the Calgary Flames, The U.S. Rugby Board, U.S. Beach Soccer and the Canadian Football League - including mobile, OTT, personalization products, 3D Social Communities, video programs, and special consumer incentives in the U.S. and Canada - and continues to lead MediaMojos' range of cross-industry clients successfully to prominent positions within market, developing strategic distribution methods and creative partnerships with manufacturers, developers, producers and networks around the world.

He attended Dalhousie University and the University of Toronto (Hons. BA – Comparative Literature/Psychology) and has studied film and marketing at the Masters Degree-level at the University of California – Berkeley, and McGill University.

