



## **CROWN MEDIA FAMILY NETWORKS ONBOARDS DARYL BERG AS VICE PRESIDENT, MUSIC STRATEGIES & LICENSING**

### **New Role Created to Lead Growing Precedence of Music in Company's Original Programming**

**New York, NY, October 3, 2018** – Crown Media Family Networks announced today the appointment of **Daryl Berg** as vice president, music strategies & licensing. Based in Crown Media's Studio City offices, Berg will report to **Randy Pope**, senior vice president, programming & development.

In this newly created role, Berg is charged with overseeing the music strategy for all of Crown Media's original scripted and unscripted content. He will work in close collaboration with production, creative services, digital, social media, and business and legal affairs to ensure that music is appropriately tracked for all programming and projects produced by Crown Media.

"As music has become an increasingly central component of our programming, we recognized the need to create a specialized role that will oversee this area," said Michelle Vicary, executive vice president, programming and network publicity. "We have had the great pleasure of working with a number of top recording artists in recent years but Daryl's background and contacts in the industry will be instrumental in further expanding our network of relationships and developing a more strategic, impactful approach to the use of music in our all original content."

**Berg** joins Crown Media from Sound Canyon where he served as principal. In that capacity, Berg's consultancy focused on music rights, licensing, digital media, and music publishing management. Berg holds a juris doctor degree from Yeshiva University and is a member of the New York State Bar. He is also a graduate of the University at Albany.

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### **ABOUT CROWN MEDIA FAMILY NETWORKS**

Crown Media Family Networks is the umbrella unit subsidiary of Hallmark Cards, Inc., housing cable's leading family friendly networks, Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama. Hallmark Channel features an ambitious slate of new, original content, including movies, scripted series, annual specials, and a daily, two-hour lifestyle show. Hallmark Channel is also home to the popular annual holiday franchise "Countdown to Christmas," featuring a lineup of 24/7 holiday programming. Hallmark Movies & Mysteries is a 24-hour cable network featuring a unique mix of new, original movies and acquired series focused on the lighter side of the suspense and mystery genres. The network also features its own annual holiday programming franchise, "Miracles of Christmas". Hallmark Drama showcases the rich legacy of the Hallmark Hall of Fame library and with zero duplication, spotlights movies and series from Crown Media's collection of original dramatic content. Crown Media Family Networks is also home to Hallmark Movies Now, the company's subscription streaming service, which

offers wholly distinct content from the company's linear channels. Crown Media Family Networks' digital publishing extension, Hallmark Publishing, is an eBook division that creates novelizations of previously aired original movie favorites. It also accepts author submissions for original, on-brand manuscripts that can be greenlit as a new movie or series for one of the company's three linear networks.

For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#)

Hallmark Movies & Mysteries on Social Media: [Facebook](#), [Twitter](#)

Hallmark Drama on Social Media: [Twitter](#)

Hallmark Publishing on Social Media: [Twitter](#)

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