

CROWN MEDIA FAMILY NETWORKS TAPS
JOSEF ROBEY AS DIRECTOR OF PRODUCT (VOD)

**Robey Will Help Build Product Strategies for
Hallmark Movies Now and Hallmark TV**

NEW YORK – February 4, 2021 – Crown Media Family Networks has tapped Josef Robey as director of product (VOD). In this newly created role, Robey will help build the digital product strategies for Crown Media’s SVOD service, **Hallmark Movies Now**, and live streaming and on demand application, **Hallmark TV**. Robey is based in Los Angeles and reports to VP, Digital, Josie Ventura.

“Josef joins the company with extensive product management experience, and we are confident that his strong background and skillset will be an asset to our digital team,” said Ventura. “As our streaming platforms continue to evolve, Josef’s concentration in the product space will allow us to provide best-in-class viewing experiences for our devoted fanbase in search of their favorite Hallmark movies and series.”

Prior to joining Crown Media, Robey served as a digital consultant, developing product strategies for various digital video startups. Previously, he was executive director of product at Disney/ABC Television Group. Additionally, he previously held digital video product roles at Viacom, NBC, AOL, and more.

Robey holds an MBA in Strategy and Marketing from NYU Stern School of Business and a bachelor’s degree in Business Administration in Marketing from the University of Texas.

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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’ publishing extension, Hallmark Publishing, 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.

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