

# Biography



**Mitch Singer**  
**Chief Technology Officer**  
**Sony Pictures Entertainment**

Mitch Singer is the Chief Technology Officer for Sony Pictures Entertainment Inc. and Executive Vice President of New Media and Technology for the studio.

Mr. Singer is responsible for coordinating digital policy across all Sony Pictures' businesses. He focuses on emerging and disruptive technologies and evaluates and develops adaptive business and models to stay ahead of the technological curve. Mr. Singer is responsible for developing new digital usage models that enable full consumer flexibility regarding how consumers use content, including advanced models that enable copying of premium content on PCs and portable devices, and enabling remote access.

In addition to developing new consumer uses, Mr. Singer is responsible for coordinating Sony Pictures World-wide anti-piracy activities. Managing these tools effectively will enable Sony Pictures to smoothly navigate the transition from analog to digital distribution. He is also responsible for Sony Picture's involvement in world-wide standard setting activities including, CableLabs, Coral, AACs, DVD CCA and others. These activities form the basis of standardizing the delivery of protected content so that consumers have a wide choice of usage models from which to choose.

Mr. Singer has been involved in digital rights management from the launch of DVD and has been the lead negotiator for Sony Pictures in content protection technology licensing such as Digital Transmission Copy Protection (5C), Copy Protection for Pre-Recorded and Recordable Media (4C), High Definition Content Protection (HDCP), Blu-Ray Recordable and many others.

In June, 2008, Mr. Singer was made President of the Digital Entertainment Content Ecosystem (DECE) LLC, an international and cross-industry consortium of more than 20 leading companies. The DECE will define and build a new digital media framework using industry standards, and will enable consumers to acquire and play content across a wide range of services and devices. Mitch Singer is the Chief Technology Officer for Sony Pictures Entertainment Inc. and Executive Vice President of New Media and Technology for the studio. Mitch is responsible for coordinating digital policy across all Sony Pictures' businesses. Mitch focuses on emerging and disruptive technologies and evaluates and develops adaptive business and models to stay ahead of the technological curve. Mitch is responsible for developing new digital usage models that enable full consumer flexibility regarding how consumers use content, including advanced models that enable copying of premium content on PCs and portable devices, and enabling remote access. In addition, Mitch is responsible for coordinating Sony Pictures' world-wide anti-piracy activities and the studio's involvement in world-wide standard setting activities including Cable Labs, Coral, AACs, DVD CCA and others. Mitch has been involved in digital rights management from the launch of DVD and has been the lead negotiator for Sony Pictures in content protection technology licensing such as Digital Transmission Copy Protection (5C), Copy Protection for Pre-Recorded and Recordable Media (4C), High Definition Content Protection (HDCP), Blu-Ray Recordable and many others.

Singer joined SPE in 1990 as Counsel in the Litigation Group. In 1991, he became Counsel to the Television Legal Group, and was promoted to Senior Counsel in 1992. He was named Assistant General Counsel in 1994 and became Vice President in the Television Legal Group in 1996. That same year, he was named head of Columbia TriStar Home Entertainment Legal Affairs. In 1997, Singer became Senior Vice President and transferred to the Intellectual Property Department for SPE. In this capacity he was responsible for traditional intellectual property issues such as copyright and trademark, new technology licensing and content protection.