

William Morris, Narrowstep announce worldwide partnership

by Bend_Weekly_News_Sources

Narrowstep Inc., the TV on the Internet Company, today announced a strategic alliance with The William Morris Agency (WMA) the world's largest and most diversified talent and literary agency, to program television channels for the internet.

David C. McCourt, CEO, Narrowstep, said, "I am thrilled to be working with William Morris. The rise of consumer power and choice in video is similar to the one I saw in the telecom business in the last two decades, and there is no better partner than entertainment industry powerhouse WMA to create opportunities for today's internet demand."

Jim Wiatt, CEO, The William Morris Agency added, "The William Morris Agency alliance with technology leader Narrowstep is exciting and innovative and will provide tremendous opportunities for our clients."

Narrowstep is based in New York and London, and provides the most comprehensive system for managing, distributing and commercializing video on the internet. In 2006, David McCourt's private investment firm, Granahan McCourt Capital invested in the company and has since taken an active role in scaling the company's vision and operations. David McCourt has a 25 year history of successfully building businesses where new technologies meet new trends. Narrowstep's mission is to make content available anytime, anyplace, on any device and to enable new business opportunities as a result.

WMA represents clients in all segments of the entertainment industry, including Motion Pictures, Television, Music and Personal Appearances, Broadway Theatre and Theatrical Touring, Book Publishing, Commercial Endorsements, Sports Marketing and Corporate Consulting. Founded in 1898, William Morris has offices in New York, London, Beverly Hills, Nashville, Miami and Shanghai.

The partnership will bring together content creators, advertisers and distributors continuing the democratization of media created by the merging of TV and the internet.

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