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CES 2012 Branded Content Panel to Feature Magnet Media CEO/ Founder Megan Cunningham

NEW YORK, NY, January 19, 2012—Megan Cunningham, CEO and Founder of [Magnet Media, Inc.](http://www.magnetmediafilms.com), will take part in the [“Working with Brands and Content Creators”](#) panel at [2012 International CES](#), announced the [digital marketing and marketing services firm](#). Presented by The International Academy of Web Television ([IAWTV](#))—a nonprofit organization comprised of leaders in the field of web television, web video, and the digital entertainment industries—the session will take place on January 11, 2012 from 1-2:30 PM at The Venetian in Las Vegas, NV.

[Web video](#) is fast becoming a viable vehicle for brands to raise awareness and earn viewers’ interest. “Working with Brands and Content Creators” will explore the unique and growing opportunities and challenges of developing online video content, as well as the future of integrating brands and products into serialized web series.

“We’re excited about the incredible opportunities for brands to leverage web video to engage audiences and I’m honored to be in such good company for this discussion at CES,” Cunningham shared.

Also represented on the panel will be Andrew Budkofsky of Break Media, Mike Henry of OpenSlate Studios, Carter Mason of JTS.TV (Just the Story), and Avie Savar of BigFuel. Paul Kontonis, Chairman of The International Academy of Web Television, will moderate the panel.

Led by Cunningham, Magnet Media partners with brands to create original videos for products, events, and web. Recent clients include Google, The Associated Press, Adobe, Microsoft, Good Technology, TED, and many others.

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MAGNET MEDIA is a digital marketing studio and marketing services firm based in New York City, with satellite offices on the west coast. For over 10 years, we've had the privilege of working with many of the world's top brands, shooting original video and growing online communities around the globe. Magnet's corporate blog, at magnetmediafilmsinc.com/blog, produces daily content and coverage of the digital marketing and online video space, including thought pieces, tips, and curated content from the Magnet staff and contributors.

The International CES is owned and produced by the Consumer Electronics Association (CEA), the preeminent trade association promoting growth in the \$186 billion U.S. consumer technology industry. CEA represents more than 2,000 corporate members involved in the design, development, manufacturing, distribution and integration of consumer electronics products.

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