



MARK PEDOWITZ

President, The CW Television Network

Mark Pedowitz was named President, The CW, in April 2011, overseeing all aspects of the network, including programming, sales, marketing, distribution, finance, research and publicity.

Over the past few seasons The CW has made several bold, transformative moves under Pedowitz's guidance, building and broadening out the network's audience, and bolstering its primetime schedule with more original programming. In Fall 2018, The CW's expansion to a six-night primetime schedule with the addition of Sunday was an unqualified success for the network, its affiliates, advertisers and fans.

Since Pedowitz joined the network, The CW has changed the perception of the network brand among both viewers and critics; "The Flash" launched as The CW's most watched series ever, and with "Jane The Virgin," the network received major awards recognition for the first time, including an AFI Award, a Peabody Award, and its first-ever Golden Globe Award nominations, and win, for star Gina Rodriguez. In 2016, "Crazy Ex-Girlfriend" star Rachel Bloom won both the Golden Globe and Critics Choice awards for best actress in a television comedy.

Pedowitz has also overseen the launch of the network's first-ever summer schedule, which has continually expanded to include unscripted comedy series such as "Penn & Teller: Fool Us" and "Whose Line Is It Anyway?" as well as the acquisition of several summer scripted series.

Pedowitz and his team have led The CW in becoming more aggressive in the digital and social media space, creating the industry leading ad-VOD streaming service through The CW app, which is now available on every major OTT platform, offering exclusive streaming of in-season CW series, for free and without need for authentication. Pedowitz also oversaw the launch of The CW's digital channel, CW Seed, with shortform original digital series, including alternative programming, eSports events, and the DC animated series "Constantine" and "Freedom Fighters: The Ray," as well as hundreds of hours of streaming library content, including comedies, dramas and feature films.

A veteran network and television studio executive, Pedowitz joined The CW with a strong background in program development, production and business affairs. As President of ABC Studios from 2004-2009, his leadership produced multiple seasons of successful programming that fed the Walt Disney Company's distribution pipelines worldwide, including such hit series as "Lost," "Desperate Housewives," "Grey's Anatomy," "Ugly Betty," "Castle," "Army Wives," "Ghost Whisperer" and "Criminal Minds."

Before joining The CW, Pedowitz helmed an independent production banner, Pine Street Entertainment, where he executive produced a pilot for Lifetime entitled “Meet Jane.” Another project, “The Crazy Ones,” starring Robin Williams and written by David E. Kelley, for Twentieth Century Fox Studios and CBS, premiered in 2013 on CBS.

Prior to joining ABC Studios, Pedowitz served as Executive Vice President, ABC Entertainment Television Group, overseeing all business, production, legal and financial affairs for ABC Primetime and Touchstone Television, as well as business/legal affairs for ABC Daytime and Late Night. He joined ABC in 1991 as Senior Vice President, Business Affairs and Contracts.

Before joining ABC, Pedowitz was Senior Vice President, Business Affairs and Administration, MGM/UA Television Production Group, a position he had held since 1987. From 1985-87, Pedowitz was Vice President, Business Affairs and General Counsel, The Landsburg Company. From 1980-85, he was Vice President, Business Affairs, Reeves Entertainment.

In October 2016, Pedowitz was inducted into the *Broadcasting & Cable* Hall of Fame. Pedowitz is currently serving on the Executive Committee of the board of BMI. He has also served on the Executive Committee of the board of the Academy of Television Arts and Sciences, and previously was on the board of the Hollywood Radio & Television Society.

Pedowitz began his career in the entertainment industry as an attorney at MCA, Inc.