

Shelly Palmer – Managing Director, Advanced Media Ventures Group & Host of MediaBytes with Shelly Palmer



Shelly Palmer is a consultant and the host of [MediaBytes](#) a daily show featuring news you can use about technology, media & entertainment and Managing Director of Advanced Media Ventures Group LLC. He invented the underlying technology for Enhanced Television (Who Wants to Be a Millionaire, Monday Night Football), the most popular form of interactive television in the United States. Mr. Palmer is the President of the National Academy of Television Arts & Sciences, NY (the organization that bestows the coveted Emmy® Awards). His professional vitae includes years of experience in television production and musical composition. He created and produced HotPop, a teen lifestyle and music show airing on Starz/Encore's WAM! A prolific composer, Palmer was the recipient of the American Society of Composers, Authors and Publishers (ASCAP's) 12th Annual Film and Television Music Award for ABC's hit series Spin City. He was also recognized the following season in the category of "Most Performed Television Themes." Palmer's music credits include the theme songs for Live with Regis & Kelly, Rivera Live and MSNBC as well as the digital debut of the "real" cat singing the classic "Meow, Meow, Meow, Meow." He is a weekly columnist for the Jack Myers Report, The Huffington Post and a technology commentator for CNN.com. Palmer is the author of [Television Disrupted: The Transition from Network to Networked TV 2nd Edition](#) (York House Press, 2008) the seminal book about the technological, economic, and sociological forces that are changing everything and the upcoming, **Get Digital: Reinventing Yourself and Your Career for the 21st Century Economy** (2009, Lake House Press) For more information, visit shellypalmer.com