



June 16, 2022

**ARI GOLDMAN NAMED SENIOR VICE PRESIDENT,
CONTENT STRATEGY AND SCHEDULING, ABC ENTERTAINMENT**

ABC Veteran Candace Bejune Upped to Vice President, Program Planning and Scheduling



ABC/Maarten de Boer*

Respected executive Ari Goldman will join ABC Entertainment as senior vice president, Content Strategy and Scheduling; it was announced today by Craig Erwich, president, Hulu Originals and ABC Entertainment, to whom Goldman will report. Longtime ABC executive Candace Bejune has been promoted to vice president, Program Planning and Scheduling, reporting to Goldman.

In this newly created role, Goldman will be responsible for scheduling the network's primetime content, as well as providing analysis and strategy aimed at maximizing viewership across platforms.

"Ari is a skilled executive whose understanding of the evolving media landscape is undeniable," said Erwich. "His strategic vision for optimizing our schedule, supported by his extensive background in data analysis, will be invaluable to our audience-first strategy. We're excited to have him on board to help propel our business into the future."

"ABC has a proven track record of success, and I'm honored to be joining such a talented team of innovators at this transformational time for broadcast television," said Goldman. "I look forward to working alongside Craig Erwich and my new colleagues as we continue to evolve the way viewership data informs our program scheduling decisions."

Goldman has spent most of his career at NBC, starting as a research analyst and ascending to serve as vice president, Cross-Platform Insights and Analytics. In his most recent post, he operated as the go-

to west coast research executive for program viewership insights and was responsible for media analytics across NBCU broadcast and cable entertainment properties. During his time at the network, he successfully created numerous crucial data processes, including NBC's multiplatform ratings system and SVOD content performance database, transforming NBC's assessment of the viewing landscape. He holds a Bachelor of Science with a double major in applied economics and management and communication from Cornell University.

Bejune is a 14-year ABC veteran whose expertise in linear and digital content scheduling strategy has contributed to the network's success, having claimed its position as the season's No. 1 entertainment network among Adults 18-49 for three years in a row, winning six of the last eight seasons based on entertainment programming. Most recently, her contribution to the phased launch rollout of "Abbott Elementary" helped the freshman breakout comedy claim its position as the No. 1 new comedy on ABC.

Continued Erwich: "We are also thrilled to be recognizing Candace's many contributions to the company, as she and our talented program planning team continue to apply their deep understanding of our content to our evolving scheduling strategy."

Bejune holds a Bachelor of Science with a major in sociology and a minor sports management from the University of California, Santa Barbara.

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