

CONDÉ NAST NAMES SCOTT SAPERSTEIN VICE PRESIDENT OF VIDEO SALES

Saperstein Most Recently Led New Business Development and Client Strategy for
Viacom

NEW YORK – May 7, 2018 – Condé Nast today named Scott Saperstein vice president of video sales, where he will oversee enterprise digital video sales across the company’s portfolio of iconic brands. Condé Nast’s video network includes 20 fully programmed exclusive channels distributed across O&Os, OTT, YouTube, social and syndication platforms, and is currently ranked 17th in comScore’s top 100 video properties.* Saperstein was previously vice president of new business development and client strategy for Viacom and has more than 20 years of experience in media sales, marketing and product development. His appointment is effective immediately; he will report to Evan Adlman, senior vice president of enterprise sales for Condé Nast.

“We have taken everything Condé Nast is known for - influence, engagement, premium content and brand safety, and transformed it into a thriving video network for next gen consumers,” said Pamela Drucker Mann, chief revenue and marketing officer of Condé Nast. “Scott’s experience and nimbleness will be a tremendous advantage for us as we connect our advertising partners to new audiences on new platforms in the most innovative ways.”

Condé Nast videos garnered 12 billion views in 2017 and continue to grow viewership, with a record-breaking first quarter in 2018 with global video views up across all platforms 77% from last year. The company’s digital series continually gain industry recognition; most recently, the “VR Blind Date” series and Vogue’s December issue cover interview video with Meryl Streep both won Webby Awards. Glamour’s “Screw Cancer” won an Emmy and Wired’s “What’s Inside” won a Producers Guild Award for Outstanding Digital Series.

“As a fan of Condé Nast’s powerful brands, it is an honor to join the company and work with the teams that have created a truly next generation video network,” said Saperstein. “I look forward to representing Condé Nast’s premium, brand-safe, award-winning video content and all of the iconic brands that fall within the portfolio.”

Prior to his role at Viacom, Saperstein held senior positions with Microsoft / MSN and Phase2Media. Saperstein holds a MBA from the Fordham Gabelli School of Business and a B.S. in communications from Cornell University.

Source: comScore, March 2018

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Teen Vogue, Ars Technica, Pitchfork, them and Iris. Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

Media Contact:

Joe Libonati
SVP Communications, Condé Nast
212-286-4916 or joe_libonati@condenast.com