

IYUNO taps former Sony Pictures executive to lead EMEA expansion



IYUNO Media Group has announced that James Puttock, former EMEA head of Sony Pictures Entertainment's global mastering and servicing group, has joined the company as Vice President of Business Development.

Puttock brings more than 20 years of media localisation and international distribution experience to the role, having worked in creative, technical, and operational capacities as both supplier and client.

"The breadth of James' knowledge of the industry is matched by his passion for the creative and linguistic art of localisation," says IYUNO CEO David Lee. "He has intimate, first-hand knowledge of the needs of the client, and of the high expectations of the end consumer. He understands what is needed in order to satisfy those demands, in what is an ever more complex and time sensitive market. We are thrilled to have James join IYUNO as we continue to expand on the global reach of our business."

Puttock spent the past ten years at Sony Pictures, where he oversaw content localisation, mastering, and delivery for post theatrical markets. Leveraging his dual experience as post production services vendor and client, and encouraging the creation of open collaborative relationships throughout the supply chain, he has successfully satisfied the universal requirement for speed to market, cost efficiency, and high creative quality.

Puttock says, "Having participated in the industry transition from VHS to DVD to BD, of Standard Def to High Def to UHD, and of traditional linear broadcast being joined by digital non linear, I believe that media distribution and consumption develops in waves. Each wave brings with it fresh technical and operational challenges, and we now find ourselves at an exciting tipping point, where the technology is truly capable of revolutionising the way that TV and Feature content can be captured, analysed, and re-versioned for international audiences.

"IYUNO is at the sharp end of these advances, and is investing in the right tools and talent needed to innovate and re-engineer the traditional supply chain. In doing so we are able to offer our clients services that provide them welcome respite from the constant 'Better! Faster! More efficient!' demands of the business."

Puttock is based in London, and will oversee EMEA sales and strategy.

About IYUNO:

IYUNO Media Group (www.iyunomg.com) is a global localisation services and technology company headquartered in Seoul, with offices worldwide in fourteen countries.

IYUNO provides dubbing, subtitling, access services, media processing, and QC and software licensing to studios, network groups, and leading OTT providers.

IYUNO's key philosophy is to simplify the localisation experience by offering highly-intelligent and efficient media service solutions; allowing customers and providers to focus on core media business operations. IYUNO's cloud-based localisation platform allows systematic workflow planning and execution, stable quality control, and efficient cost management.

IYUNO has more than 500 employees, and offers services in more than forty languages.