

Research. Results.



STEVE SEIDMON
President

SEIDMON ASSOCIATES is a full service media research and consulting company. The company provides assistance in brand positioning, marketing strategy, programming and content development, and emerging media applications.

Our specialty is focusing on highly targeted audiences, with an emphasis on consumer behavior, perceptions and attitudes. Research services include qualitative and quantitative research design and analysis.

Television Clients	Publishing Clients	Other Clients
FX Networks	The New York Times	Vimeo
PBS	Meredith	Sotheby's
Discovery Networks	Condé Nast	Advanced Imaging Society (3D/VR/AR/AI)

STEVE SEIDMON, President of SA, was previously Vice President of Programming, MTV. Prior to that, Steve was Director of the Entertainment Division of Mercer Management. Before that, as Vice President of Research for MTV Networks, Steve was responsible for all program and marketing research for MTV, Nickelodeon, Nick-at-Nite and VH1.