

Mike Cosentino

President, Content and Programming

Mike Cosentino is responsible for all linear and digital content and programming for CTV, Canada's #1 network, CTV2, and Bell Media's English-language suite of entertainment specialty networks, including Bravo, Comedy, Gusto, Discovery Networks, Space, MUCH, MTV, and more. He also oversees the development, creation, and execution of original production and in-house content for Bell Media Studios and the program strategy for Crave, Bell Media's premium SVOD service.

As part of his portfolio, he oversees the development, creation, and execution of English-language original programming for Bell Media's conventional, specialty, and OTT services. Cosentino also directs the company's Hollywood buy strategy during the annual May screenings in Los Angeles. Previously, Cosentino's portfolio was expanded to include Bell Media's entertainment specialty networks when he was promoted to Senior Vice-President, CTV and Specialty in 2016.

In his prior role as Senior Vice-President, Programming, CTV Networks and Crave, Cosentino was integral to the launch of Crave in 2014 and again during its transition to a direct-to-consumer service in 2016. In that role, he was part of the team that secured exclusive rights for HBO and SHOWTIME programs and negotiated exclusive deals for several franchise series, including SOUTH PARK, DR. WHO, and the first worldwide SVOD deal ever for SEINFELD. Cosentino also commissioned Crave's first original series LETTERKENNY which launched to #1 status on Super Bowl Sunday in February, 2016.

In 2011, he was named Senior Vice-President, Programming, CTV Networks and Chair, Bell Media Programming Council where he oversaw the program strategy for the rebrand and launch of CTV2.

Cosentino has been a key figure in leading CTV during a period of unprecedented success and has been instrumental in some of CTV's most brand-defining homegrown programs, such as CARDINAL, THE AMAZING RACE CANADA, MOTIVE, SAVING HOPE, and MASTERCHEF CANADA, as well as the acquisition and renewal of iconic Hollywood titles including THE BIG BANG THEORY, THE VOICE, THE ACADEMY AWARDS, and the SUPER BOWL.

Cosentino joined the company in 1996 as Communications Director at Discovery Channel, before moving to CTV and eventually becoming Vice-President, Communications. In 2007, he transitioned to Vice-President, CTV Programming, where he first began overseeing acquisition and scheduling for the network.

Cosentino was appointed to the board of next-generation kids and youth entertainment organization, WOW! in November 2018; is an inaugural board member of EIF Canada (Entertainment Industry Foundation) since January 2014; and in 2015, served on the advisory board for NextMEDIA Canada's leading digital media conference focusing on the creation monetization of digital media content and technologies. He is also on the advisory board of the

Canadian Media Producer's Association (CMPA) Prime Time in Ottawa, a national networking event for Canada's most prominent business leaders from the feature film, television, interactive media, broadcasting, and telecommunications industries. He was awarded the Content Trendsetter Award from World Screen in 2011 recognizing his expertise in programming and strategic scheduling.

Cosentino holds a post-degree diploma in Business Administration from Wilfrid Laurier University and an undergraduate degree from McMaster University.