



STEVE KOVSKY BIO

Veteran journalist and author Steve Kovsky has covered high technology for nearly 20 years in print, radio, television and online.

Steve provides executive leadership to a variety of high-tech startups in the electronic media and market research and financial services fields. He is also the author of two popular technology "how to" books for consumers: "The Absolute Beginner's Guide to Windows XP Media Center Edition," (Que, 2004) and "High-Tech Toys for Your TV: Secrets of TiVo, Xbox, ReplayTV, UltimateTV and More" (Que 2002).

From 2005 to 2007, Steve served as Principal Analyst for Digital TVs and Research Leader for the Consumer Electronics Group at Current Analysis, a San Diego market research firm that was acquired by NPD in 2007. From 2002 to 2005, Steve served as Vice President and Editorial Director for Centric Events Group, an organizer of technical trade shows and conferences across North America.

After starting out as a general assignment reporter for newspapers, television and radio stations in Northern California, Steve got his tech and business reporting chops as a writer and editor for national publications such as PC Week, Computer Systems News, Digital Review, Computer Sources, and Electronic Components.

As Executive Editor at PC Week in Boston, he helped create the magazine's pioneering Webcast effort, PC Week Radio. He subsequently joined cable television network ZDTV (now TechTV) as a TV news reporter. While there, he launched ZDTV Radio, which became the country's No. 1 streaming audio news service (Arbitron, 1999 and 2000). A recognized expert in the creation of streaming media content, he was appointed Editorial Director, Broadband, for ZDNet in 1999.

As Executive Editor for CNET Radio (KNEW AM 910 in San Francisco; WBPS AM 890 in Boston; and XM Satellite Channel 130), Kovsky managed the station's newsroom and Web site, in addition to hosting a lively 3-hour call-in show (9am to noon PT daily) on current tech topics.

Steve holds a B.A. in Journalism from Humboldt State University in Arcata, CA. He lives in San Diego with his wife and three children.

