

# Frank Linero and Scott Pringle

Fort Lauderdale, Florida



LP Media

TEMPUS Live Technologies

## *Learn about Florida Entrepreneur Frank Linero and Scott Pringle:*

Prior to launching LP Media and their newest venture, TEMPUS Live Technologies, Frank Linero and Scott Pringle spent many years in the production and broadcasting industries. Linero, who relocated to South Florida in 1993 after growing up in New York, has a range of experience from producing documentaries to working on ABC News' Nightline and 20/20. Pringle, a Miami native who spent many years working in New York, was a premier sound designer and head audio engineer for Broadcast Video Inc. When Linero met Pringle, it was a match made in broadcasting heaven and one that would eventually impact many businesses and professionals throughout South Florida and beyond.

"We were both freelancers working for a production company in Boca Raton," Linero said. "When we met, we really hit it off. It didn't take long

for us to recognize that with our combined backgrounds, we had something special. We decided to put it together and start a business."

LP Media was founded as a full-service content development and media production company. Services range from directing, production and editorial work to motion graphics, audio and content distribution. Their clients range from large music festivals to talk shows and TV commercials. Over the years, LP Media remained proactive in the way it responded to emerging technologies and subsequent market demand. This approach not only led to new opportunities, but as Linero explained, it eventually led to the creation of a separate business entity.

"Over the last eight years, we've fallen into the tourism and healthcare verticals," he said. "We do a fair amount of work for the Greater Fort Lauderdale Convention & Visitors Bureau. In fact, we've been doing their campaigns and content for the last 10 years. About four years ago, we started to identify a need in the industry to better manage and distribute content. All these corporate entities, ad agencies and even media outlets were generating digital content, but no one was properly managing or distributing it. We even noticed it with our own clients.

We'd try to execute a project and the content was a mess. We responded a year later by launching a new company geared towards the management and distribution of content called TEMPUS Live Technologies. Scott and I were joined by Angel Matos in the development of TEMPUS Live. Angel, whose background includes Chief Tech for 20 years and Director of Operations at Univision for 15 years, brought the infrastructure know-how to the team. He was a key player in developing the concept."

TEMPUS Live is housed in a facility occupied by VISTA Worldlink, a leading transmission and streaming service provider. Over the last ten years, Joshua Liemer, the president of VISTA Worldlink, who is also a friend of Linero, took the company, which was once the largest re-seller of satellite re-transmission time in the country, into the world of cloud based storage and streaming content. This move sparked an idea for Linero.

"I said to myself, 'How can we use this same technology, make it affordable, package it and present it to the private sector?'," he said.

"How can we teach a non-broadcaster, such as a corporation or government entity, to become a broadcaster. By having their own channel, these corporations and entities can manage and distribute their content through their existing channels and also through new ones such as Apple TV, Roku, Fire Stick and others."

The proprietary platform developed by Linero, Matos, Pringle and the team at TEMPUS Live, is a monthly managed service that allows government agencies, such as the Greater Fort Lauderdale Convention & Visitors Bureau, and other businesses to launch and operate their own 24/7 streaming television network. In the case of Fort Lauderdale, TEMPUS Live developed Visit Lauderdale TV as a way to showcase some of the amazing things happening in the region. Through a mix of behind the scenes specials, original programming and live simulcasts, Linero and team are able to highlight the vibrant night life, eclectic culinary scene and beautiful beaches that have made this part of Florida so desirable. Addition work is ongoing with the Florida Panthers, Memorial Healthcare System and various outlets to promote the extensive arts and creative culture of Fort Lauderdale.

"We're simply aggregating technologies that already exist, but also bundling them and making them affordable," Linero said. "The applications are endless. For example, if you're a big real estate company, imagine the opportunity to have your own channel where you can promote your properties and also have someone manage everything behind the scenes. The only real pain point is that most of our clients are not broadcasters. Fortunately, with our expertise, the ease of our platform and the fact that we can manage and distribute all the content, we're able to address and overcome that pain point."

Linero is an entrepreneur and a professional who truly enjoys his craft. His love and passion for creativity and helping clients achieve their goals keeps him "pumped up and excited for what's next". Looking ahead, Linero and Pringle will continue to operate LP Media as an affordable premier full-service production company. They're happy with the current size of the company and would like to keep it "light and nimble". Their growth strategy revolves around TEMPUS Live and expanding their clientele base. Whether it's through seed money, which they've been offered, or by re-investing their profits, Linero and Pringle are bullish on the growth of TEMPUS Live as a company and a brand.

What advice does Linero have for aspiring entrepreneurs? "I've always been the kind of person that believes that you have to create your own opportunities," he said. "You can't wait for them to come to you. Find something you're passionate about. If you're going to commit to something, it's going to be long-term. You have to love it and you have to be aggressive, knock on doors and pursue opportunities. You can't be afraid. Look at it like this. If you work backwards from death, which is

the worst thing that can happen to any of us, the absolute worst thing that can happen if you start a business is that it fails. You're still alive and you're able to try again. Above all, make sure you do things with honesty, integrity and sprinkle in some love. Also, it helps to have a hobby on the side to keep you sane. Mine is flying planes. It's my meditation."

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