



OCTOBER 5, 2018: FUTURE OF TELEVISION

RIGHTS TECH SUMMIT

<p>8:30am – 9:30am 1 hour</p>	<p>FUTURE OF TELEVISION REGISTRATION Main Lobby</p>	<p>RIGHTS TECH REGISTRATION Main Lobby</p>
<p>9:30am – 9:40am 10 min</p>	<p>WELCOME & INTRODUCTORY REMARKS Safra Hall</p> <p>SPEAKER Ned Sherman, Counsel/Director, Manatt Digital; Founder, Digital Media Wire</p>	<p>WELCOME & INTRODUCTORY REMARKS Events Hall</p> <p>SPEAKER Paul Sweeting, CEO, Concurrent Media; Editor & Co-Chair, RightsTech</p>
<p>9:45am – 10:10am 25 min</p>	<p>OPENING PRESENTATIONS: THE FUTURE OF TELEVISION</p> <p>PRESENTERS: Kirstine Stewart, President and CRO, TribalScale</p> <p>What it Takes to Transform: Going Beyond Process and Practice and Looking at Culture Organizations need to adapt to a market and media landscape that is complex and ever-changing; this requires continuous innovation, agility, and transformation. The agile way of thinking is easy enough for a given project or a single team, but to release digital products and experiences that keep pace with the media industry, organizations must keep the user in mind. Leadership and whole cultures must evolve and adapt, humanistic development and design is the way. In this session, Kirstine Stewart, President and CRO of TribalScale, discusses the must-dos for successful transformation. Spoiler alert: it's much more than processes and practices, it's about humanistic mindsets and values.</p> <p>Seth Geiger, President, SmithGeiger</p> <p>The Battle for Screen Time: Key Trends in the Attention Economy Dr. Seth Geiger will explore the different ways media consumers are shifting their consumption patterns. These trends are accelerating with a concurrent explosion of screen time and an accompanying set of challenges for traditional and emerging media platforms.</p>	<p>OPENING PRESENTATIONS AND FIRESIDE CHAT: RIGHTSTECH SUMMIT</p> <p>PRESENTERS Pete Mathias, Bertelsmann Entrepreneurs Program, Bertelsmann Vaughn Mckenzie-Landell, CEO & Co-Founder, JAAK</p> <p>Pioneering Music Blockchain Pilot: Learnings & Application For The Wider IP Industries The complexities of copyright and IP management have the music industry in a stranglehold, affecting creators, rights holders, and those who license music – but blockchain offers a potential solution, a unified framework to collaborate on a single view of rights. London-based tech start-up JAAK is laying the foundation for an industry-wide solution with their blockchain-based rights network KORD, with the goal of providing a single global view of intellectual property information. With a successful pilot including key music industry players behind them, the potential gains are huge and extend beyond music into broader IP and content industries. JAAK CEO Vaughn McKenzie-Landell and Bertelsmann's Pete Mathias discuss the outcomes of the music pilot and the wider implications for the creative sector.</p>

	Gabrielle Gibbs, Global Marketing Communications Manager, Facebook	
10:20am -10:50am 35 min	<p>VIEW FROM THE TOP: THE FUTURE OF TELEVISION</p> <p>This panel of industry leaders will discuss how video content will be made, distributed, marketed, consumed and monetized in the future. What are the key factors contributing to the continued growth of revenue? What developments are expected in the value-chain for content monetization? What areas are poised for the greatest growth? What innovations and business models will fuel growth in the marketplace?</p> <p>PANELISTS Jonathan Barzilay, Chief Operating Officer, PBS Dwayne Benefield, Vice President, Head of PlayStation Vue Kristen Finney, EVP, EMEA, Television Distribution, 20th Century Fox David Beck, EVP, Corporate Strategy and Operations, Turner <u>Moderator</u>: Todd Spangler, New York Digital Editor, Variety</p>	<p>VIEW FROM THE TOP: CRYPTO, CODE AND COPYRIGHTS: THE FUTURE OF MEDIA RIGHTS MANAGEMENT</p> <p>Media and technology industry leaders offer a big-picture view of the current state of media rights management and licensing for rights owners and users, how technology is changing the way rights are cleared and paid for, and whether new technologies such as crypto and A.I. can make rights markets more efficient, scalable and transparent.</p> <p>PANELISTS Jarrod Dicker, CEO, Po.et Lillian Ruiz, COO and Co-founder, Civil Media Company Deep Ghumman, Principal, Advisory Services, EY Jesse Grushak, Co-founder, Ujo <u>Moderator</u>: Christopher Kenneally, Director, Business Development, Copyright Clearance Center</p>
10:50am– 11:15am 30 min	<p>Fireside Chat with Viacom and Philo</p> <p>Tom Gorke, EVP, Head of Distribution & Business Development, Viacom Andrew McCollum, CEO, Philo <u>Moderator</u>: Joan Solsman, Senior Writer, Digital Media, CNET</p>	<p>PRESENTATION: Eve Sussman</p> <p>Artist Spotlight: Eve Sussman</p> <p>Eve Sussman is a Brooklyn-based artist working in film, video, and installation. Sussman will present a preview of 89 seconds Atomized, a re-invention of her well-known video artwork, 89 Seconds at Alcázar.</p> <p>89 Seconds at Alcázar is a continuous seamlessly looping video that imagines that space and the characters in Diego Velazquez's painting Las Meninas. It was first shown at the 2004 Whitney Biennial. All editions of the piece are in museums (MoMA, Whitney) or private collections. Sussman is now appropriating her last artist proof to make a new work: 89 seconds Atomized, and presenting it to the crypto community via an interactive project on the blockchain in collaboration with Snark.art.</p> <p>The artist will tell the back-story of this project and give a preview of this blockchain experiment.</p>
11:15am – 11:45am 30 min	MORNING BREAK	MORNING BREAK

	FUTURE OF TELEVISION Safra Hall	VR/AR Cafe	RIGHTS TECH I Events Hall	
11:45am – 12:15pm 30 min	<p>THE MELTING POT OF OTT, CABLE, AND LINEAR TELEVISION</p> <p>The lines between linear television and OTT</p>	<p>THE X[R] FACTOR: CREATING IMMERSIVE EXPERIENCES FOR TELEVISION</p> <p>This panel of leaders will</p>	<p>The Enumerated Manuscript: Unique IDs, Metadata and Registries</p> <p>Machine-to-machine rights management requires</p>	

	<p>services are blurred more than ever with digital services offering network/cable streams with DVR capabilities. Alternately, traditional linear services have their own apps and are buying into OTT services and content. What does this say about the viewing habits of today's consumers? Are broadcasters and distribution companies responding effectively? Where do advertisers fit in?</p> <p>PANELISTS Bernarda Duarte, Director, Content Acquisition, Roku Domenic DiMeglio, SVP of Distribution and Operations, Digital Media, CBS Interactive Jonathan Skogmo, Founder and CEO, Jukin Media Moderator: Colin Dixon, Chief Analyst & Founder, nScreenMedia</p>	<p>discuss the hardware and software, including sensory interfaces, applications, and infrastructures, that are enabling immersive content creation for virtual reality (VR), mixed reality (MR), augmented reality (AR), and cinematic reality (CR). How are these tools being used to generate new forms of reality by bringing digital objects into the physical world and bringing physical world objects into the digital world? The panel will focus on what is available in the market today. What are the available apps, content, devices, and headsets? What is the current state of consumer adoption?</p> <p>PANELISTS Alexander Rea, Creative Technology Officer, DDB Russ Schafer, SVP & General Manager, Technology, THX Lee Simpson, Head of TV & Entertainment, ustwo Jared Goodman, AR/VR Commercialization Lead, Google Moderator: Michael Gold, CEO and Cofounder, Holojam</p>	<p>machine-readable rights data. A look at how different media industries are tackling the challenge of assigning standardized, machine-readable identifiers and metadata to creative works, how those data are registered and made available, and the relationship between private registries and public records.</p> <p>PANELISTS: Jacob Varghese, Founder & Director, Noctil Daniel Doubrovkine, CTO, Artsy.net Michael Simon, President, Rumblefish; CEO, Harry Fox Agency LLC Mario Pena, Product Manager, Safe Creative L Moderator: Maurice Russell, CEO & Founder, Media Rights Management</p>	
<p>12:15pm – 12:45pm 30 min</p>	<p>INVESTING IN VIDEO INNOVATION & TECHNOLOGIES</p> <p>This panel of investors, who are actively investing in digital media companies, discusses the latest investment trends, valuations and recent deal flow with a focus on video innovation and technologies.</p> <p>PANELISTS Todd Klein, Partner, Revolution Rick Heitzmann, Founder & Managing Director, FirstMark Capital Sophie Liao, Managing Partner, Oyster Ventures Sim Blaustein, Partner, Bertelsmann Digital Media Investments Andy Weissman, Managing Partner, USV</p>	<p>INNOVATION IN MOBILE: WHAT DEVELOPMENTS WILL FUEL FUTURE GROWTH?</p> <p>The mobile video market continues to grow at a record-breaking pace. This is panel will discuss what is required today to make a successful video content for IOS, android and emerging mobile platforms. How important is storytelling, creativity and innovation? What developments are expected to fuel future growth in the market?</p> <p>PANELISTS Peter Solderger, Sr. Director of Strategy, Fullscreen Benoit Vatare, CEO & Co-Founder, Mammoth Media</p>	<p>One of a Kind: Engineering Digital Scarcity with Blockchain</p> <p>Digital technology did away with scarcity, upending many media industry business models. But the economics of scarcity may be poised for a comeback thanks to blockchain. This panel will explore how artists, entrepreneurs and developers are leveraging blockchain technology to create new businesses around digital collectibles, limited editions and unique digital assets.</p> <p>PANELISTS: Stu Levy, Founder, TOKYOPOP, POP Comics, POP Crypto Misha Libman, Co-Founder & Head of</p>	<p>Staking a Claim: Authorship, Attribution, and Authentication</p> <p>From photographs and paintings, to musical work sand poetry, the value of many types of creative works lies in their attribution and provenance. But the lack of reliable records of ownership and authorship makes buying and selling them risky and leaves authors and creators uncredited and often unpaid. This panel will examine how entrepreneurs are leveraging blockchain and other technologies to create verified records of a work's origin and history.</p> <p>PANELISTS: Robert Norton, CEO & Co-Founder, Verisart Jackson Turner, Partner,</p>

	Moderator: Mike Vorhaus, President, Magid Advisors	Shane Rahmani, Chief Business Officer, CH Media Preeya Vyas, Managing Partner, Digital, Saatchi & Saatchi New York Moderator: Gretchen Tibbeis, Former President & COO, LittleThings , Founder, GMT Consulting	Product, Snart.art Mark Willis, Co-Founder & Chief Design Officer, Texel Alex Bulkin, Co-Founder & Chief Alchemist, CoinFund Moderator: Paul Sweeting, CEO, Concurrent Media, Editor & Co-Chair, RightsTech	Soundchains Drew Waters, Vice President, VEVA Sound Jessica Sobhraj, CEO, Cosynd Moderator: D.K. Smith, CMO and Co-Founder, dxDigital.com
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12:45pm - 2:00pm 1 hour 15 min	LUNCH BREAK VIP LUNCH (INVITE-ONLY)	LUNCH BREAK VIP LUNCH (INVITE-ONLY)
2:00pm – 2:30pm 30 min	VIEW FROM THE TOP: TV & ENTERTAINMENT INDUSTRY DEAL-MAKERS ROUNDTABLE This panel of leading television and entertainment executives will discuss the future of the video business as it continues to grow and reach new heights. What kind of deals are being done today? How is the business evolving? What does media consolidation mean for the business? What does the future hold? PANELISTS Marty Moe, President, Vox Media Tom Christie, Chief Operating Officer, Showtime Networks Christy Tanner, Executive Vice President & General Manager, CBS News Digital Allison Goldberg, SVP & Group Managing Director, WarnerMedia Investments, WarnerMedia Moderator: Ned Sherman, Counsel & Director, Manatt Digital / Founder, Digital Media Wire	View From the Top: Copyright Reform in the U.S. and Europe Copyright legislation in the U.S. and Europe is poised to bring the most sweeping changes in decades to how media content is distributed, licensed, and used. Industry leaders, policymakers and legal experts will discuss how the changes will affect artists, rights owners, content users, and consumers, and where the debate goes from here. PANELISTS: James Lorin Silverberg, Esq., Director, Multi-District Litigation, The Intellectual Property Group, PC Ben McEwen, Commercial Director, ICE (London) Alisa Coleman, Chief Operating Officer, ABKCO Music & Records, Inc. Sarah Howes, Director and Counsel, Government Affairs and Public Policy, SAG-AFTRA Moderator: Keith Kupferschmid, CEO, Copyright Alliance
2:30pm – 3:00pm 30 min	FIRESIDE CHAT David Gandler, Co-Founder & CEO, FuboTV Interviewer: Jean Ellen Cowgill, GM of TicToc and Global Head of Strategy and Business Development, Bloomberg Digital	FIRESIDE CHAT Merck Mercuridias, CEO, Founder, & Managing Partner, Hipgnosis Songs Ltd Nile Rodgers, Grammy Award-Winning Producer, Songwriter, Musician, and Singer INTERVIEWER: Robert Levine, Author, Freelance Writer

	VIDEO/TV/MOVIES Safra Hall	BRANDS/ADVERTISING Cafe	RIGHTS TECH I Events Hall	RIGHTS TECH II Classrooms A/B
3:00pm – 3:30pm 30 min	THE RISE OF ESPORTS Competitive gaming tournaments have been packing stadiums and drawing record viewers online for some time, and are increasingly becoming part of the network and cable television mix. What	THE EVOLUTION OF BRANDS, CONTENT, AND MARKETING Content marketing is essential to building and maintaining a loyal consumer base. Today more than ever, brands need to produce engaging,	What's it Worth? Investing in Rights and Royalties Leaders from the worlds of finance, startups, and venture capital provide an overview of the M&A and investment climate for rights management companies,	Mixes, Mashups and UGC Many uses of copyrighted works in mixes, mashups and user-generated content go uncounted and uncompensated. Others never happen because they can't be licensed.

	<p>do the next few years look like for the growth of eSports leagues in television broadcast, live event, and online settings? Does eSports need linear broadcasting? Do the television networks need eSports?</p> <p>PANELISTS John Lasker, Vice President, Digital Media Programming, ESPN Seth Ladetsky SVP, Sales & Head of Digital Sales Strategy and Revenue, Turner Sports David Clevinger, Senior Director of Product and Strategy for eSports and Sports, IBM Watson Media <u>Moderator:</u> Daniel Schnapp, Partner, Sheppard Mullin</p>	<p>shareable content to connect with consumers. This panel will provide examples of how brands are creating engaging content and building social community and the impact it has on customer relationships and brand loyalty.</p> <p>PANELISTS Zihla Salinas, CEO, Trailer Park Group Sarah Stringer, SVP, Head of Innovation, Carat USA Soniya Monga, Global Agency Partnerships, Snap Jennifer Prenner, Global Head of Marketing, Growth & Engagement, Amazon Fire TV Brad Spychalski, Creative Strategy Lead, Pinterest <u>Moderator:</u> Paul Kontonis, CMO, WHOSAY</p>	<p>and discuss the valuation of rights and royalties and their potential as an asset class in their own right.</p> <p>PANELISTS: Daniel Dewar, Founder, Paperchain Virginie Berger, Managing Partner, DBTHCap Ventures <u>Moderator:</u> Sun Jen Yung, Partner, Head of Digital Media, Nfluence Partners</p>	<p>This panel will explore how entrepreneurs and developers are tackling some of the most confounding and complex challenges in rights management.</p> <p>PANELISTS: JJ Rosen, EVP of Music Strategy & Industry Relations, Splice Jonathan Skogmo, Founder & CEO, Jukin Media Noah Becker, President, AdRev Rasty Turek, CEO, Pex <u>Moderator:</u> Chauncy Jackson, President, Siri Music Group</p>
<p>PANELS 3:30pm - 4:00pm 30 min</p>	<p>VOICE-ACTIVATED AI FOR MEDIA & ENTERTAINMENT</p> <p>Voice-activated artificial intelligence (AI) is going beyond telling you the weather and turning on your lights – it's now helping you navigate media and entertainment experiences. What is possible when media and entertainment companies begin to tap the power of voice-activated devices? How are consumers reacting to the new technologies, including Amazon Echo, Google Home and voice-based set-top boxes, consoles and smartphones? What does the future hold for this exciting area of innovation?</p> <p>PANELISTS Chuck Fletcher, Chief Technology Officer, Barbarian Rob Aksman, Chief Strategy Officer & Co-Founder, BrightLine Grady Miller, VP, Strategic Growth, National Research Group Doug Robinson, Founder</p>	<p>THE FUTURE OF NEXT GEN OTT AND MONETIZATION</p> <p>While Netflix continues grow its market share, there are a growing number of video services with programming and business models designed for targeted audiences that are gaining traction. This panel of experts in Over-the-Top (OTT) monetization will discuss monetization strategies being used by successful services today, both subscription based and advertiser supported. What's working and what not? How is programming being designed and rolled out to attract and retain new audiences. What are some of the best strategies for monetizing video content in the OTT ecosystem?</p> <p>PANELISTS Jeff Shultz, Chief Business Officer, Pluto TV Thai Randolph, EVP & General Manager, Laugh Out Loud Bill Sondheim, President,</p>	<p>Show Me the Money: Bringing Transparency to Residuals and Royalty Payments</p> <p>The music business has its notorious "black box" money problem, but creators and licensors in many rights-based industries lack effective tools to track the money their works generate as it makes its way back upstream. This panel will examine how entrepreneurs, developers, artists and agents are trying to bring greater transparency to the system of accounting and payments.</p> <p>PANELISTS: Danny Anders, CEO & Founder, ClearTracks Razi Rais, Subject Matter Expert (Blockchain), Microsoft Cédric Cobban, President and Founder, PeerTracks Inc. Eugene Mopsik, CEO, American Society for Collective Rights Licensing (ASCRL) Moderator: Christopher Kenneally, Director,</p>	<p>DIY Tools and Financing for Artists</p> <p>Artists and entrepreneurs discuss how technology is enabling creators to manage and finance their own careers and retain control of their work.</p> <p>PANELISTS: Dae Bogan, CEO & Founder, TuneRegistry Cheryl Potts, Founder and CEO, Cleerkut Rick Goetz, Marketing Director, ONErpm G. Thomas Esmay, Director of Business Development, SingularDTV <u>Moderator:</u> Georgii Speakman, Founder, Out.Li.Er</p>

	and CEO, FreshDigitalGroup <u>Moderator:</u> David Berkowitz, Head of Marketing, Storyhunter	Cinedigm Entertainment Group <u>Moderator:</u> Rick Howe, The iTV Doctor, Interactive TV Today	Business Development, Copyright Clearance Center	
4:00pm – 4:30pm 30 min	AFTERNOON BREAK	AFTERNOON BREAK		
4:30pm – 5:00pm 30 min	<p>VIEW FROM THE TOP: ORIGINAL VIDEO CONTENT LEADERS ROUNDTABLE</p> <p>Quality video content is in demand with digital, television and cable networks competing to capture and retain viewers. This panel of industry experts will discuss the formats, genres and storytelling techniques that are in most demand, how competition is driving innovation and creativity and the winning formulas for success.</p> <p>PANELISTS Rafi Fine, President and Co-Founder, FBE Daniel Tibbets, President & General Manager, EI Rey Network Evan Shapiro, Founder, eshapTV <u>Moderator:</u> Sahil Patel, Senior Reporter, Digiday</p>	<p>A.I.: What to Make of Machine-Made Art?</p> <p>Courts say monkeys can't own copyrights, but what about machines? As artificial intelligence systems increasingly are used to create music, photographs, news articles, and artworks, who or what owns the copyrights? If not that machine then whose creative input controls and how should it be credited? Can an A.I. system join a CMO?</p> <p>PANELISTS: Christopher Sprigman, Professor, NYU School of Law, Co-Director, Engelberg Center on Innovation Law and Policy Taishi Fukuyama, Co-founder, COO, Amadeus Code Ahmed Elgammal, CEO, Artrendex</p> <p>Moderator: Ed Klaris</p>		
5:00pm – 6:00pm 30 min	FUTURE OF TELEVISION RECEPTION	RIGHTSTECH RECEPTION		