

SEPTEMBER 24, 2019



NEW YORK CITY

8:00am
REGISTRATION OPENS

Room: Events Hall

9:30am – 9:40am

WELCOME REMARKS

Albert Lieberman, Executive Director, Entertainment, Media & Technology, **NYU Stern**
Ned Sherman, Partner, **Manatt, Phelps & Phillips**; Founder, **Digital Media Wire**

Room: Events Hall

9:40am – 9:50am

OPENING PRESENTATIONS

9:40am: TOPIC I: Manatt-Vorhaus Digital Strategy Study

“Media Consumers and Where They Are Going”

This talk will cover the recent “Manatt-Vorhaus” study on how Americans of all ages, across the U.S., consume and interact with media content and devices. We will look at the growth of cord-cutting and digital video, big moves in live streaming, connected devices and related topics.

PRESENTERS

Ned Sherman, Partner, **Manatt, Phelps & Phillips**; Founder, **Digital Media Wire**
Mike Vorhaus, CEO, **Vorhaus Advisors**

Room: Events Hall

9:50am – 10:00am

OPENING PRESENTATIONS

9:50am: TOPIC II: “Power in Progress”

Power in Progress is an exploration into the new dynamics of power and how young people around the world are defining, developing, and using their power to create change in their lives and society. Young people are growing up at a time when change matters more than ever. With the convergence of technology and world events, young people have a voice, power, and a platform like never before. Youth culture’s shifting attitudes about power has changed the game when it comes to growing up and generational influence. The status quo of the patriarchy, white privilege and the 70-year-old CEO are getting challenged.

What you’ll learn: How all this impacts on youth culture today, how they play, how they engage on the political stage and how they activate for the movements that they believe in.

PRESENTER

Christian Kurz, SVP, Global Consumer Insights, **Viacom**

Room: Events Hall

10:00am – 10:45am

VIEW FROM THE TOP: THE FUTURE OF THE TELEVISION BUSINESS

From cord cutting, shaving and cord nevers to addressability, dynamic ad insertion and increasingly ad free experiences, the television environment is more dynamic and complex than ever before. This panel will discuss the future of the television business in these fast changing times.

PANELISTS

Lynda Clarizio, Media Measurement Advisor and Former President, **Nielsen US Media**

Marc Juris, President & General Manager, **WE tv**

Cara Lewis, Executive Vice President, Video Investment, Amplifi, **Dentsu Aegis Network**

Nick Sallon, Head of US News Partnerships, Twitter

Christy Tanner, Executive Vice President & General Manager, **CBS News Digital**

Moderator: Todd Spangler, New York Digital Editor, **Variety**

Room: Events Hall

10:45am – 11:15am

KEYNOTE CONVERSATION w/Co-Presidents, Advertising Sales & Partnerships, NBCUniversal

As the media landscape continues to evolve, the power of live events remains as strong as ever. But what does partnership look like for marketers in this new era? How can marketers take advantage of moments that unite the country when new platforms divide viewing? In this fireside chat, hear how NBCUniversal Advertising & Partnerships Co-Presidents Laura Molen and Mark Marshall are gearing up for two major live moments – the 2020 Tokyo Olympics and the 2020 Presidential Election – and how NBCUniversal is bringing these events to partners in new and exciting ways.

SPEAKERS

Mark Marshall, President, Advertising Sales & Partnerships, **NBCUniversal**

Laura Molen, President, Advertising Sales & Partnerships, **NBCUniversal**

Interviewer: Savannah Sellers, Co-Host, NBC News' "Stay Tuned" Correspondent, **NBC News and MSNBC**

11:15am – 11:45am - Networking Break

Room: Events Hall

11:45am – 12:15pm

TODAY'S VIDEO MIX: OTT, CABLE, AND LINEAR TELEVISION

The lines between linear and cable television and OTT 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?

PANELISTS

Kevin Arrix, SVP, **DISH Media**

Carol Hinnant, EVP, National Networks, **Comscore**

Ryan Jamboretz, Chief Development Officer, **Amobee**

Melissa Rosenthal, Executive Vice President, **Cheddar**

Moderator: Colin Dixon, Founder & Chief Analyst, **nScreenMedia**

Room: Keeping History Center

11:45am – 12:15pm

INVESTING AND M&A IN VIDEO INNOVATION & TECHNOLOGIES

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. What categories are driving the most investor interest today? How is the investment community thinking about content investments?

PANELISTS

Sim Blaustein, Partner, **BDMI**
Hale Boggs, Partner, **O'Melveny & Myers**
Alex Carusillo, Principal, **OCA Ventures**
Todd Klein, Partner, **Revolution Growth**
Sophie Liao, General Partner, **Oyster Ventures**
Moderator: Mike Vorhaus, CEO, **Vorhaus Advisors**

Room: Events Hall

12:15pm – 12:45pm

NICHE OTT SERVICES: FORMULAS FOR SUCCESS

There are more than 200 streaming services today, each vying for consumer attention and dollars. What is the secret sauce that allows some like Crunchyroll and WWE to succeed and others to shutter? This panel will focus on lessons learned and the key factors that fuel success for niche subscription streaming platforms.

PANELISTS

Marc Beckwitt, Executive Vice President, Business Development, **Pure Flix**
Eric Berman, Head of Partnerships & Business Development, **Crunchyroll**
Piper Rosenshein, Vice President, Subscription Video Services (SVOD), **A+E Networks**
Blake Sabatinelli, CEO, **Newsy**
Matt Smith, Executive Director, Business Development & Strategy, **Comcast Technology Solutions**
Moderator: Jonathan Hurd, Director, **Altman Vilandrie & Company**

Room: Keeping History Center

12:15pm – 12:45pm

THE POWER OF DATA: AI FOR MEDIA & ENTERTAINMENT

Artificial intelligence (AI) is transforming the media and entertainment business – impacting everything from content creation to the consumer experience. An effective AI strategy is essential in managing content and personalizing the consumer experience, from driving title recommendations to curating content based on consumer preferences. This panel focuses on how media companies are managing audience data, operational data and content data (metadata) in a unified manner to power effective AI-driven decision-making, attract and retain users and provide personalized and impactful experiences.

PANELISTS

Ajay Chander, Vice President, Research, **Fujitsu Labs of America**
Chris Reynolds, SVP, Localization Product & Services, **Deluxe Entertainment Services Group**
Louisa Wong, Chief Operating Officer, Carat, **Dentsu Aegis Network**
Moderator: David Leibowitz, Managing Partner, **CH Potomac**

12:45pm - 2:00pm - VIP/Speakers Luncheon (INVITE ONLY)

Room: Events Hall

2:00pm – 2:30pm

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

Ilyssa Adler, Senior Counsel, Business & Legal Affairs, Film & Television, **Ubisoft Film and Television**

Ted Chervin, Managing Director, **ICM Partners**

Beau Ferrari, Executive Vice President, **NBCUniversal Telemundo Enterprises**

Amy Siegel, Partner, **O'Melveny & Myers**

Moderator: Ned Sherman, Partner, **Manatt, Phelps & Phillips**; Founder, **Digital Media Wire**

Room: Events Hall

2:30pm – 3:00pm

KEYNOTE CONVERSATION

Kelly Day, President, **Viacom Digital Studios**

Interviewer: Anthony Ha, Senior Writer, **TechCrunch**

3:00pm – 3:30pm - Networking Break

Room: Events Hall

3:30pm – 4:00pm

VIEW FROM THE TOP: 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 do the next few years look like for the growth of eSports leagues in television broadcast, live event, and online settings?

PANELISTS

Ann Hand, CEO, **Super League Gaming**

Chris Park, CEO, **Gen.G**

Moderator: Daniel Schnapp, Partner, **Sheppard Mullin**

Room: Keeping History Center

3:30pm – 4:00pm

IMMERSIVE EXPERIENCES FOR THE TELEVISION AND ENTERTAINMENT INDUSTRY

This panel of leaders will discuss the hardware and software, including sensory interfaces, applications, and infrastructures, that are enabling immersive content creation for XR. How are these tools being used to generate new forms of experiential entertainment 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?

PANELISTS

Amber Allen, CEO, **Double A Labs**

Christina Heller, CEO, **Metastage**

Julina Tatlock, CEO & Founder, **30 Ninjas**

Moderator: Mike Gold, Co-founder & CEO, **Autotoon, Inc.**, Entrepreneur in Residence, **NYU Future Reality Lab**

Room: Classroom A/B

3:30pm – 4:00pm

OTT SUBSCRIBER ACQUISITION: FINDING THE RIGHT MARKETING MIX?

OTT streaming is the entertainment medium of the future — but it's a crowded space with well-funded platforms like Netflix, Hulu, Amazon, WarnerMedia and Disney+ competing for audiences. This panel of video marketers will discuss the techniques that are being used to drive user growth, including the role of content marketing, in-app advertising and mobile advertising. What is the right marketing mix to be effective in attracting and retaining subscribers for OTT services?

PANELISTS

Ian Greenblatt, Managing Director, Technology, Media & Telecommunications, **J.D. Power**

Ronit Schwartz, Director, Business Development & Partnerships, Media & Telecom, **Kaltura**

Pamela Young, Executive Director, **Valassis Digital**

Moderator: David Bloom, Consultant and Columnist, **Tubefilter**

Room: Events Hall

4:00pm - 4:30pm

ESPORTS: THE OPPORTUNITY FOR BRANDS, AGENCIES AND MARKETERS

The panel will discuss the best of brand activations of esports teams, leagues, competitive gamers and streamers and the rapidly growing and evolving market for eSports.

PANELISTS

Paul Brewer, SVP Brand Partnerships, **ESL North America**

Rishi Chadha, Global Head of Gaming Content Partnerships, **Twitter**

Greg Kampanis, Senior Vice President & General Manager, Digital, **Omnia Media**

Mike Lee, Agent, Video Games, **United Talent Agency**

Moderator: Sean Cunningham, President & CEO, **VAB**

Room: Keeping History Center

4:00pm - 4:30pm

INNOVATION IN ADVERTISING TECHNOLOGIES

This panel will discuss how agencies are placing digital campaigns across various platforms and how campaigns track data as well as measurement, AI, and transparency. What technologies and innovations are driving video advertising?

PANELISTS

Rob Aksman, Chief Strategy Officer and Co-Founder, **BrightLine**
Dallas Lawrence, Chief Communications and Brand Officer, **OpenX**
Christopher Pizzurro, VP, Global Sales, **Canoe**
Moderator: David Berkowitz, Principal, **Serial Marketer**

Room: Classroom A/B

4:00pm - 4:30pm

OTT AND DIRECT TO CONSUMER (DTC) ROUNDTABLE

This roundtable of panelists will discuss the introduction of direct to consumer services and their future plans. How are consumers' video consumption habits shaping the roll-out of new services, including pricing and features? Will major networks reserve their best content for direct-to-consumer offerings to help drive DTC subscriptions? How does the video landscape look in the near future?

PANELISTS

Sharmi Gandhi, SVP, Strategy & Business Operations, **Endeavor Streaming**
Jessica Malloy, Chief Marketing Officer, **CH Media**
Joel Meares, Editor-in-Chief, **Rotten Tomatoes**
Teal Newland, Senior Vice President, Marketing and New Platforms, **Conde Nast Entertainment**
Moderator: Colin Dixon, Founder & Chief Analyst, **nScreenMedia**

Room: Events Hall

4:30pm – 5:00pm

ORIGINAL VIDEO CONTENT LEADERS ROUNDTABLE

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.

PANELISTS

Jean Ellen Cowgill, General Manager, TicToc by Bloomberg, **Bloomberg Media**
Bob Friedman, CEO, **Bungalow Media + Entertainment**
Aron Levitz, General Manager, Wattpad Studios, **Wattpad**
Colby Smith, SVP and GM, ABC News Digital and Live Streaming, **Disney DTCI**
Sam Toles, Chief Content Officer, **Bleacher Report**
Moderator: Joan E. Solsman, Senior Reporter, Tech and Media, **CNET**

Room: Keeping History Center

4:30pm – 5:00pm

THE FUTURE OF INTERACTIVITY AND COMMERCE

This panel will discuss how programmers and distributors are collaborating to deliver enhanced viewing experiences for their viewers. The panel will explore how technologies like voice control, interactivity, and mobile devices are being incorporated into today's television experience, and how that translates into audience engagement and new business opportunities.

PANELISTS

Andrew Borak, SVP, Marketing, Distribution & Business Development, **Viacom**

Chris Defendis, Vice President of Domestic Distribution, **WarnerMedia**

Jared Rabinowitz, Senior Director, Sponsorships & Show Products, **NBCU**

Zane Vella, VP Product - Interactivity & Advertising, **Comcast**

Moderator: Rick Howe, The iTV Doctor, **Interactive TV Today**

Room: Classroom A/B

4:30pm – 5:00pm

BLOCKCHAIN AND THE FUTURE OF ENTERTAINMENT

This panel will discuss the latest developments at the intersection of blockchain and entertainment. What are the blockchain innovations most likely to disrupt the media and entertainment industries?

PANELISTS

Irina Albita, Co-Founder, **FilmChain**

Steve Masur, Partner, **MGA**

Yonatan Sela, Co-Founder, **Props**

Moderator: Paul Sweeting, CEO, **Concurrent Media**; Editor & Co-Chair, **RightsTech**

Room: Events Hall

5:00pm – 5:05pm

INTERVIEW WITH JOANNA MAURER, Associate First Violinist at the Metropolitan Opera

Interviewer: Ned Sherman, Partner, **Manatt, Phelps & Phillips**, Founder, **Digital Media Wire**

Room: Events Hall

5:05pm – 5:35pm

VIEW FROM THE TOP: THE FUTURE OF STREAMING

This panel of industry leaders will discuss how video content will be consumed and monetized through streaming and OTT services. What business models and pricing strategies are likely to drive adoption and user growth? How will different services distinguish themselves and attract loyal subscribers? What innovations, business models and features will fuel growth in the marketplace?

PANELISTS

Rich Calacci, Chief Revenue Officer, Pluto TV, **Viacom**

Mike Gordon, CEO, **DLVR**

Mark Rotblat, Chief Revenue Officer, **Tubi**

Soumya Sriraman, President, **BritBox**

Moderator: Sahil Patel, Reporter, **The Wall Street Journal**

6:30pm – 8:30pm - CLOSING RECEPTION (INVITE ONLY)