

Digital Hollywood Fall 2014

The Digital Future has Arrived!

October 20th - 23rd, 2014

The Ritz Carlton Hotel, Marina del Rey, California

Monday, October 20th

10:00 AM - 11:15 AM

Track I: Ballroom Terrace - Live Webcast from this Room

Native Advertising: Digital Advertising

Industry Gets Serious About Better Advertising

Tim Waddell, *Dir, Product Mkg for Advtg Solutions*, Adobe

Jordan Hoffner, *CEO*, Federated Media

Aron Levitz, *SVP*, Wattpad

Mitchell Reichgut, *CEO*, Jun Group

John Kottcamp, *Chief Marketing Technologist, Moderator*

Track II: Poolside Tent I

The Power of YouTube: Unlocking the Power of Programming, Premium Content and Advertising

In the past year, YouTube has evolved from being a massive repository of extraordinary video content, to a massive repository of content channels produced in partnership with everyone from the primetime TV networks and primary Hollywood brands - both free and Premium - to start-ups, indie production as well as being the long tail of millions of hours of global video production and spontaneity. YouTube is re-writing the future of Television including advertising, subscription and other revenue models and it's all happening today!

Christopher Gebhardt, *EVP, Takepart Agency Group*, Participant Media

Rachel Ball, *Manager, Content Partnerships*, YouTube

T.J. Marchetti, *CMO*, AwesomenessTV

Matthew Patrick, *Director of Media Strategy*, Jammer

Adam Goldstein, *Director of Business Development*, ZEFR

Larke Paul, *Senior Director, Creator Program & Partnerships*, Defy Media

Jay Baage, *Executive Director*, Ayzenberg Group, *Moderator*

11:30 AM - 12:30 PM

Track I: Ballroom Terrace - Live Webcast from this Room

Broadcasting without Borders: Players in the New Guard of Broadcasting, Branding and Content Networks

Television isn't television anymore. We don't have TV shows. We have video content and we have video platforms - TV-PC-SmartPhones-Tablets - for consuming all the content that ranges from family video postcards and YouTube cats and dogs to broadcast TV and feature films. Broadcasting truly has no boundaries and the relationship of brands and advertisers to the new video reality is in a transformational state as well. The new world is being invented every day.

Ted Mico, *COO/Worldwide*, Mirriad

Peter Isaksen, *executive producer*, Content & Co

Ashley Kaplan, *Head of Content*, Fullscreen

Oren Katzoff, *Head of Programming*, Tastemade

Dan Weinstein, *President and Founding Partner*, Collective Digital Studio (CDS)

Steve Alperin, *Chief Business Officer*, Vocativ

Ann Greenberg, *Founder & Chief Tinkerer*, Sceneplay, *Moderator*

Track II: Poolside Tent I

Valuing and Financing Entertainment Content: Movies, Television and Online Video, From VC & Equity to Crowdfunding

Mike LaSalle, *Partner*, Shamrock Capital Advisors

Seth Shapiro, *President*, New Amsterdam Media LLC

Nasser Batley, *Sr Dir, Corp Development and M&A*, Groupon

René Bourdages, *CEO*, Elevado Media, Inc.

Seth M Willenson, *President*, Seth Willenson, Inc.

(Tentative) **Myles Nestel** - Partner and co-founder, Synchronicity Entertainment, a division of The Solution Entertainment Group

Larry Gerbrandt, *Managing Director*, Janas Group & principal, Media Valuation Partners, *Moderator*

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

12 Noon - 1:00 PM - Marina Vista Room - Live Webcast

The TV/Film/Video - Developing Strategies and Partnerships - Developing Hollywood Content as Brand and Franchise

Liz Coughlin, *EVP, Head*, MATTER West

Rebecca Donohue, *Dir, Digital Content & Social Media*, Vin Di Bona Productions (VDBP), *producers of "America's Funniest Home Videos,"*

Brendan Burch, *CEO, Co-Founder and Executive Producer*, Six Point Harness (6PH), Fox's Cosmos: A Spacetime Odyssey

Daniel Knauf, *CEO, Bxx, LLC, Creator & Exec Producer*, "CARNIVALE"

Mike Rotman, *New Media Producer, TV Writer*, "South Park," "The Simple Life,"

Politically Incorrect with Bill Maher"

Nicholas Reed, *Academy Award Winner*, The Lady in Number 6: Music Saved My Life, *Moderator*

1:00 PM - 2:15 PM

Track I: Poolside Tent I

The New Hollywood Equation - Content Owners, Networks, New Platforms, Agents & Commerce

As the entertainment industry enters its next, albeit yet to be determined, phase of production and distribution - where digital technologies take a stronger and more significant role - the basic relationship among power players is likely to take new and unique forms. For the sake of discussion, we might call this the New Hollywood Equation, where content owners, talent, talent agents and the new distribution channels all stake out new territory and attempt to find new formula for dealing with the next generation of Hollywood. In this session, we bring together some of the best informed creative executives in the field.

Schuyler M. Moore, *Partner*, Stroock

Eunice Shin, *Director*, Manatt Digital Media

Andrew Stalbow, *Co-Founder and CEO*, Seriously



John Reding, *VP, Business Develop*, Vin Di Bona Productions
Jeffrey Binder, *General Partner*, Genovation Capital
Mark J. Kapczynski, *COO*, Kontrol Media, *Moderator*

Track II: Ballroom Terrace - Live Webcast from this Room
Big Data Revolution for Digital Marketing: From TV Networks and Studios to Games and the Scalable Web

Alex Mannella, *Partner*, PwC
Vincent Bruzese, *CEO*, C4 R&D
Richard S Maraschi, *Global Solutions Leader*, Big Data & Analytics IBM
Gina Casagrande, *Evangelist, Content & Conversion*, Adobe
Rob Gabel, *CEO and Co-Founder*, Tubular Labs
Scott Campbell, *Industry Principal, Media, Industry Value Engineering*, SAP America Inc., *Moderator*

Track III: Poolside Tent II

Big Media & Viral Experiences - The Creativity Challenge - Social - Mobile – Web – Entertainment Content and Advertising – Aspiring to Greatness

Marcin Janowski, *Head of Marketing and Publicity*, International Film Trust
Chris Hewish, *SVP Digital*, DreamWorks
John Montgomery, *CEO and Chief Innovation Officer*, Threshold Interactive
Kirstin Benson, *West Coast Editorial Director*, WhoSay
Sophie Nicolaou, *VP of Marketing and Communications*, Main Street Films
Eric Moro, *Director of Programming, Entertainment*, Wikia
Jennifer Cooper, *Director, Industry Strategy, Media, Entertainment, Social & Gaming*, Adobe Systems
Sun Jen Yung, *Managing Director*, Headwaters MB, *Moderator*

1:00 PM - 2:00 PM - Admiralty Room

Hypertargeting in a Programmatic World: Ad Networks, Ad Serving and Ad Targeting

Tiran Dagan, *Partner, Strategy, Analytics and IBMI digital agency, Media & Entertainment*, IBM Global Business Services, IBM
David Palmer, *General Manager*, Dedicated Media
Lewis Rothkopf, *Vice President*, Millennial Media
Jeff Hochberg, *VP BD*, Audience Science
Charlie Fiordalis, *Managing Director of Digital*, Media Storm, *Moderator*

1:15 PM - 2:15 PM

Marina Vista Room – Live Webcast from this Room
Multichannel Networks, the Next Wave in Entertainment and Media Programming, Part I

John W. Ferrie, *Senior Counsel*, YouTube/Google
Alan Friel, *partner*, Baker Hostetler
Yemi Adegbonmire, *Associate Principal Counsel*, Walt Disney Company
Thom Zadra, *Head, Business Development for Video*, Yahoo!
Dan Schechter, *Managing Dir and Partner*, Global Media, Entertainment & Technology practice, L.E.K. Consulting
Judith Dornstein, Esq., Law Offices of Judith C. Dornstein, *Moderator*

2:30 PM - 3:30 PM

Track I - Ballroom Terrace - Live Webcast from this Room

2nd Screen - Social Television – What is Engagement? The Merger of Content, Social Interaction and the Video Platforms

TV, multiplatform distribution and social media have officially hooked up. Content is as easily viewed tablet and smartphones as on a TV set and TV Shows share viewers' tweets, celebrities encourage real-time interaction, and the online big guns -- Facebook and Twitter -- are intertwined with TV as never before. TV as a social-media community is exploding. See what's next.

Brian Marr, *Chief Strategy Officer*, Smashing Ideas
Judy Johnson, *Director of UX & Product Innovation*, AWE Division, Bottle Rocket
Margaret Laney, *CEO*, Blurr; *former CMO*, AwesomenessTV
Jody Stark, *Global Vice President, Commercial*, Piksel
Marc Scarpa, *Executive Producer / Director* (TWCS Lakers Second Screen, X Factor Digital, Grammy live)
Mark Morris, *VP Sales, West*, Viggie
Mike Vorhaus, *President*, Magid Advisors, *Moderator*

Track II - Poolside Tent I

Multichannel Networks, the Next Wave in Entertainment and Media Programming

Peter Morris, *VP, Business Affairs & Development*, Funny or Die
Danika Vittitoe, *Director, Media Legal*, YAHOO
David Ho, *SVP, Business and Legal Affairs and General Counsel*, Fullscreen
Chris Riley, *General Counsel*, Machinima
Kenneth N. Swezey, *Partner*, Cowan, DeBaets, Abrahams & Sheppard LLP
Judith Dornstein, Esq., Law Offices of Judith C. Dornstein, *Moderator*

Track III - Tent II

Monetizing Entertainment Programming - Exploring Business Models: Branding, Advertising, Subscription, Syndication - Video Across Platforms

Entertainment content is now being exploited on all platforms, from Tablets and Smartphones to the multitude of video platforms. While the aggregation of these revenue sources may not yet reach the levels of broadcast and syndication TV, the industry is now beginning to see the light at the end of the tunnel. Monetizing cross-platform entertainment programs may not be fully mature, but it has become a huge industry.

Robert (Leo) Rodgers, MBA, *Sr. VP & Label Liaison*, Bungalo Records/UMGD
David Reitman, *VP, Global Head, Media, Entertainment, Software & Online Services industries*, hybris Software
Ken Goldstein, *Board of Directors*, Good Men Media, Inc. and Thrift Books LLC
Jeremy Levine, *SVP of Digital Sales*, Live Nation
Tim Sovay, *SVP of Entertainment and Sports*, theAudience
Octavio Flores, *Country Manager Mexico*, paysafecard
Rory J. Cutaia, *CEO & Chairman*, bBooth
Peter Woelflein, *Senior Manager, Sports & Entertainment Valuation*, Deloitte, *Moderator*

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

2:30 PM - 3:30 PM

Track IV: Marina Vista Room - Live Webcast from this Room
Hosted by Women in Film

Women Innovators in Cross Platform Production: From TV and Cable to the Over the Top Platforms, Tablets and Smartphones

2:30 PM - 3:30 PM

ThinkTank I: Admiralty Room

Packaging, Funding and Pitching: From Reality TV & Specials to Web Series and Indie Film Making

Jon Hotchkiss, *Emmy-nominated producer*
Bob Lange, *founding partner*, Kleinberg Lange Cuddy & Carlo, LLP
Craig Ross Jr., *Director* (NCIS, Bones, Blue Hill Ave)
Evette Vargas, *CEO, Writer, Director, Producer, Multiplatform Content Creator*, Digital-Reign Productions
Mariana Danilovic, *Managing Director*, Hollywood Portfolio, Moderator

3:45 PM - 5:00 PM

Track I - Ballroom Terrace - Live Webcast from this Room

Cable, TV, Film and Broadband - New Content - New Networks - Streams, Platforms, Devices

Dave Baldwin, *EVP, Program Planning*, Starz
Paul Colichman, *Chief Executive Officer*, Here Media
Soumya Sriraman, *EVP, Home Entertainment & Licensing*, BBC Worldwide
Scott Brown, *SVP Technology & Strategic Relations, Engineering & Technology*, The Nielsen Company
Smokey Fontaine, *Chief Content Officer*, Interactive One
John Reding, *VP of Business Development*, Vin Di Bona Productions
TJ Lubinsky, *Executive Producer of PBS Pledge-driven Programs*, My Music & Radio Host
Mark J. Kapczynski, *Chief Operating Officer*, Kontrol Media, Moderator

Track II - Poolside Tent I

Social Advertising - Driving Brand Awareness and Boosting Campaign ROI

Ashley Heron, *Executive Vice President*, HYFN
Marc Landsberg, *CEO*, Social Deviant
Stephanie Shkolnik, *Director of Social Media*, Digitaria
Marc Karzen, *CEO and Executive Producer*, Relish
Charlie Fiordalis, *Managing Director of Digital*, Media Storm
Rebecca Beacham, *Account Director*, Beeby Clark+Meyler
Tania Yuki, *Founder and CEO*, Shareablee, Moderator



Track III - Poolside Tent II

Cross Platform Content: Branding, Programming and Packaging Producing Quality Content

Ernie Capobianco, *CEO*, Sq1
Jim Cannella, *Director, Marketing & Strategic Alliances*, The Recording Academy (The GRAMMYS)
Mike Davis, *Chief Operating Officer*, Brand Arc
Mike Wallen, *EVP Content & Development*, Omelet
Jonathan Lowe, *Vice President, Marketing*, AEG Sports
Jonah Minton, *SVP Sales*, Fullscreen
Jennifer Kavanagh, *EVP and GM, US*, Beamly, Moderator

3:45 PM - 4:45 PM - The Workshop

Track IV: The Admiralty Room

The New Wave in Investing: Angels-Incubators-Accelerators-Labs-CrowdFunding

Janet Tsai Dargan, *Founder & CEO*, Pentafooglio Media, LLC
Ron Miller, *CEO*, StartEngine Crowdfunding, Inc.
Brad Wyman, *Chief Creative Officer*, FundAnything
Doug Barry, *Co-Founder & Advisor*, Selby Ventures and Managing Director, Artist Capital
Stephen Y. Ma, *Partner*, Early Sullivan Wright Gizer & McRae LLP

Bryan M. Sullivan, *Partner*, Early Sullivan Wright Gizer & McRae LLP
Art Chang, *Founder and CEO*, Tipping Point Partners, LLC
Ash Kumra, *Co-Founder*, DreamItAlive.com, Startup America California Leader, Moderator

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

3:45 PM - 5:00 PM

Track V: Marina Vista Room - Live Webcast from this Room

The DealMaking Process: Producers, Showrunners, Actors, Directors, Agents, Lawyers -

Who's in Charge Here!

Nesim Hason, *President and founder*, New Films International
Harrison Kordestani, *President*, Main Street Films
Todd Shepherd, *Co-founder/producer*, International Film Trust
Harold Brook, *founder*, The Point Media
Chad Fitzgerald, *Partner*, Kinsella Weitzman Iser Kump & Aldisert LLP
Sandy Smolan, *Film & Television Director*, "brothers & sisters", "ally mcbeal", "everwood", "the o.c.", "Dawson's Creek"
Gary Goldberger, *Law Offices*, Gary G. Goldberger, Moderator

5:00 PM - 6:15 PM

Open to all attendees

End-of-Day Poolside Reception - Ritz Carlton

Monday, October 20th BAFTA Evening Summit

6:00 PM - 8:30 PM

Marina Vista Room - Live Webcast from this Room
The Reception and Keynote Conversation

Evening Keynote II, Ballroom Terrace

The Evening Crowdfunding Roundtable
Crowdfunding Hollywood: Strategies for Filmmakers, Studios, and Corporations

Darren Marble, Co-founder & CEO, FilmBreak
Richard Swart, PhD, Director of Research, UC Berkeley
Scott Page, Technologist, Entrepreneur, Musician, and Songwriter
Sunny Jenkins, VP Global PR, BCBGMXAZRIA
Taylor McPartland, Co-founder & President, FilmBreak, Moderator

Tuesday, October 21st

Breakfast Session Ballroom Terrace - Live Webcast
7:45 AM - 9:00 AM - (Open to All Attendees)

The Future of TV: From Primetime to MultiPlatforms: Wall Street Analysts Meet Entertainment Executives

Cindy McKenzie, *Managing Director, Entertainment, Media and Communications*, US, PwC
Larry Namer, *President, Metan Development; Founder of E!* Entertainment
Michael Pachter, *Managing Director, Equity Research* Wedbush Securities
Dounia Turrill, *SVP, Client Insights*, The Nielsen Company
David Watkins, *Director - Connected Home Devices, Digital Consumer Practice*, Strategy Analytics
Marty Shindler, *CEO, The Shindler Perspective, Inc., Moderator*

Breakfast Event - *Open to All Attendees*
Sponsored by Alliance for Women in Media, Southern California



9:00 AM - 10:15 AM – Ballroom Terrace - Webcast Live from This Room

The Challenge of the Industry and Government: Enhancing the Role of Women in Technology, Entertainment and Entrepreneurship

Laura Z. Rosenthal, *Councilmember*, City of Malibu
Meghan Sahli-Wells, *Mayor of Culver City*
Carolyn Ramsay, *Chief of Staff* LA Councilmember Tom LaBong *and Candidate for LA Council*
Madeline Di Nonno, *CEO*, Geena Davis Institute on Gender in Media and See Jane
Amanda Morgan McAllister, *Head of MSN Global Marketing*, Microsoft
Josie Roman, *Founder and Managing Director*, Sealight Enterprises, *Moderator*
Introduction by: Laura Stotland, *Executive Director*, Alliance for Women in Media, Southern California Affiliate

Breakfast Event (Open to All Attendees)

9:00 AM - 10:15 AM

Track I: Marina Vista Room - Live Webcast from this Room
USC Annenberg Innovation Lab and The Edison Project--Reimagining The Entertainment Business

Jonathan Taplin, *Director*, USC Annenberg Innovation Lab
Erin Reilly, *Creative Director + Research Fellow* – USC Annenberg Innovation Lab; *Exec Director* – Blackstone LaunchPad @USC
Henry Jenkins, *Provost's Professor of Communication Journalism and Cinematic Arts*, USC's Annenberg School for Communication and Journalism
Geoffrey Long, *Technical Director & Research Fellow*, USC's Annenberg School for Communication and Journalism

9:00 AM - 10:15 AM

Track I: Salon I - Live Webcast from this Room
Over the Top TV - Content and the Consumer Experience - New Technologies as Gateway to the New Hollywood

Over-the-top-TV, television plus set-top, broadband connection and numerous CE devices and services, is removing barriers to the viewing experience. Consumers can now demand from TV the personal and enhanced video services they get from a computer. With all video, all the time, broadcasting and cable are changed forever.

Michael Alexander, *Strategy & Growth Initiatives*, IBM Global Telecommunications Industry

Jeffrey Thompson, *former GM/SVP Business Development*, RNN

Demir Gjokaj, *Brand and Partner Development*, Magisto

Jason Berger, *Head of Development*, Kids At Play

Wilson Kriegel, *Chief Revenue Officer*, PicsArt

Miguel Santos, *General Manager*, Myx TV

Berneer Strom, *CEO and Co-Founder*, WebTuner

Bruce Eisen, *founder and president*, Digital Advisors, *Moderator*

Track III: Salon III

Maximizing Content Value - From Video to Entertainment and Information - Metadata, Content Farms, Syndication, Behavioral Search & Subscription

Eric Harrison, *President*, Nimia

Tyler Winton, *Sr. Director, Client Services*, Digitalsmiths

Straith Schreder, *Director of Brand Marketing*, BitTorrent

Tim Mahlman, *Co-Founder*, Vidible

Daren Gill, *Product VP, Advanced Search & Recommendations*, Rovi

Adam Sexton, *General Manager*, Baseline

Art Chang, *Founder and CEO*, Tipping Point Partners, LLC, *Moderator*



Track VI: Admiralty Room

Google + Hangout: Monetizing the Future of Video Webcasting + Social Media

Alex Mandossian, CEO, Heritage House Publishing; co-founder, MarketingOnline.com; *Known as the "Larry King of Hangouts"*

Kari Michaelson, TV Talk Show Host, Public Figure, NBC hit sitcom actress "Gimme a Break"

Steven Samblis, CEO MyImagineTV

Ann DeVere, Exec Producer 'Access to Experts' and GVN TV Moderator; **Silvia Kratzer**, Professor of Film, TV and Digital Media, UCLA

9:00 AM - 10:15 AM

ThinkTank I, Poolside Tent I

Silicon Beach Strategies: Accelerate, Incubate, Crowdfunding, Start-ups & Angels

William Hsu, Co-Founder & Managing Partner, MuckerLab

Brian Mac Mahon, founder and community maker, Pay It Forward Labs

John Shiple, founder, FreelanceCTO.com

Roger Pavane, Managing Partner, Fractionality

Victoria Silchenko, Ph.D., Chair of Global LAVA, Los Angeles Venture Association, Moderator

Portada Magazine - Multicultural Summit

Marcos Baer, publisher, Portada, Introduction

9:00 AM - 10:00 AM

Track VII, Salon III

Why Successful Marketing Means Multicultural Marketing

Jill Byron, SVP, Marketing & Communications, Glam Media

Monica Gadsby, CEO, Americas, Starcom MediaVest Group

Zach Rosenberg, EVP, Chief Growth Officer, Horizon Media

Joseph Schiltz, SVP, Marketing and Targeted Media, Chicago Tribune Media Group

Roberto Orci, CEO, Acento Advertising, MODERATOR

10:45 AM - Noon

Track I: Salon I - Live Webcast from this Room

Hollywood and the Digital Consumer: How Technology, Content and Services Establish the Next Level of Consumer Entertainment Experience

The next generation of technology within the digital home will bring with it not only more content to the consumer, it will bring with it greater choice and more individual personalization. While the actual definition of the digital home continues to emerge, the idea of a fully connected consumer, living in a high speed DTV, PVR, HD, broadband and wireless environment is a good jumping off place. Hollywood, the provider of the content will not only flourish in this environment, it will probably enter a new golden age of production as it discovers how best to relate to its consumer base. How Hollywood will respond to a fully realized OnDemand television, film and gaming universe is the latest challenge to be faced. The technologies now finding their way

into the home are disruptive, not only to the content community, but to the consumer electronics community as well. The brave new world of the digital home is not only an exciting new market opportunity for Hollywood, it is also brings with it a complex labyrinth of difficult options.

Mike Richards, Executive Producer, THE PRICE IS RIGHT and LET'S MAKE A DEAL

Richard Goldsmith, Executive Vice President, Global Distribution, The Jim Henson Company

John Rubey, CEO, Fanthom Events

Keyvan Peymani, Managing Director, Digital Strategy Division, ICM Partners

Eric Fitzgerald Reed, VP - Entertainment & Tech Policy, Verizon

Ira Rubenstein, SVP & GM, PBS Digital, Moderator

Track II: Salon II

Hollywood Strategies - The Multi-Platform Brand - Theatrical, Video, TV & Mobile - Multiple Screens are the Future - the 360 Degree Marketplace

Mitch Singer, President, Digital Entertainment Content Ecosystem and former Chief Digital Officer, Sony

Bob Lenihan, President of Programming, AMC Theaters

Phil Groves, SVP, IMAX Corp & Executive Vice President, Global Distribution, IMAX Entertainment

Andrew Solmssen, Managing Director, POSSIBLE, LOS ANGELES

Kevin Lin, CTO, YOD.com

Marty Shindler, CEO, The Shindler Perspective, Inc., Moderator



Track III: Poolside Tent I

Video Intelligence: Strategizing Cross Platform Advertising: Maximizing Revenue in Ad Networks, Syndication, Insertion and Live Streaming

Gregg Colvin, Chief Operating Officer, Universal McCann

Neil Patel, SVP Content Strategy, Martin Agency

Scott Wensman, Group Media Director, Team One

Tony Chen, Founder, Channel Factory

Lisa Moriwaki, Director of Digital, Media Storm

Andy Volanakis, COO, Pixable

Melissa A. Clark, SVP Media, IMM

Mark Lush, Principal, Deloitte Consulting LLP, Moderator

Track IV: Poolside Tent II

Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV - Strategies for ConnectedTV Technology & Content

We have entered the age of all video all the time. Video is no longer a manifestation of TV, video is a web experience, a mobile experience, as well as an IPTV, Cable and Satellite experience. Video is how consumers relate to the world. The conversion to the all-video culture has been so quiet and so quick, the implications of what an all-video culture may mean is only first becoming part of the national business and intellectual conver-

sation. In this session, we are delighted to bring a group technology and communication experts who - through their own experience - have defined how the multi-screen universe has taken shape.

Will Law, *Chief Architect of Media*, Akamai

Campbell Foster, *Director of Product Marketing for Video Solutions*, Adobe

David Yates, *Director of Service Provider Video Marketing*, Cisco

William Frantz, *Business Development Manager*, Qualcomm

Mike Grushin, *Partner, CIO*, Omnigon

Jim Long, *CEO*, Didja

Terry S. Bienstock, *CEO*, Mobilactive Media, LLC., *Moderator*

Track V: The Ballroom Terrace - Live Webcast from this Room

Living the Life: Women Entrepreneurs, Lifestyle Innovators and Disrupters

Kristi VandenBosch, *SVP, Chief Digital Officer*, MXM

Leigh Collier, *EVP of Development*, Cutaia Media Group

Rachel Payne, *CEO & Co-Founder*, FEM inc.

Jessica Berlinski, *Social Emotional Learning Consultant, Co-founder*, If You Can

Holly Liu, *co-founder*, Kabam

Rachel L. Bondi, *Application Innovation Services Associate Partner, Digital Content, Media & Entertainment Advisory*, IBM Global Business Services, *Moderator*

Track VI: Admiralty Room

Investment, Funding Strategies and Deal Flow: A Primer for Content and Technology Companies

Sun Jen Yung, *Managing Director*, Headwaters MB

Alex Niehenke, *Principal*, Scale Venture Partners

Greg Akselrud, *Partner*, Stubbs Alderton & Markiles, LLP

Michael Terpin, *CEO*, SocialRadius/Transform

Mark J. Landay, *Managing Director*, Dynamic Synergy

Aidan Foley, *CEO*, Eclipse

Muizz Kheraj, *SVP, Technology, Media and Telecom*, FocalPoint

Joey Tamer, *President*, S.O.S. Inc., *Moderator*

10:45 AM - Noon

Marina Vista Room - Live Webcast from this Room

Creative Master Class: The TV Writers Roundtable

Catherine Clinch *TV Writer, TV veteran*, Hunder, Jake & The Fat Man, Knight Rider, Love Boat, Hart to Hart, *Moderator*

Matt Selman, *Writer*, The Simpsons

Phil Beuman, *Writer*, In Living Color, Scary Movie, Not Another Teen Movie, Dance Flick, Mind of Mencia

Maxine Lapiduss, *Writer*, Roseanne, Home Improvement, Ellen

Chad Kultgren, *co-creator of Bad Judge w/ co-creator ANNE HECHÉ*

Rob Edwards, *Writer*, THE PRINCESS AND THE FROG and TREASURE PLANET

Portada Magazine - The Multicultural Summit

10:45 AM Separate Registration

Track VII: Salon III

The Dynamics of Motion Picture Marketing and Multicultural Targeted Efforts

Rick Ramirez, *SVP Targeted Marketing*, Warner Brothers Pictures

Gilbert Davila, *President & CEO*, Dávila Multicultural Insights

Portada Magazine - The Multicultural Summit

11:30 AM Separate Registration

Track VII: Salon III

Successful Marketing Means Multicultural Marketing: The Strong Case for Mobile Media

Presented by Adsmovil

Alberto Pardo, *CEO and Founder*, Adsmovil

PANELISTS:

Vanessa Vigil, *Associate Director*, OMD Entertainment

Howard Horowitz, *President*, Horowitz Associates Brand Marketer

Oscar Mendoza, *Interactive Media Buyer*, Acento Advertising

12:30 PM - 1:45 PM

Track I: Salon I - Live Webcast from this Room

Hollywood and Media - Always Connected - Always On - Traditional Media Transformed!

Tablets, SmartPhones to Cable and TV

Personal media has invaded the territory of the media giants. TV networks, even cable networks and radio networks can no longer ignore the potential threat posed by mobile, broadband video, social networks and the blogosphere. By the millions, consumers are flocking to the web and mobile experience provided by the new technologies. If you

think that blogs are simply parasites of the news business that are to be slapped at and complained about, then you're not paying attention to the business at hand. Bloggers may be individually unique and only sometimes accurate, but as a whole, as a blogosphere, they are a billion person universe of ideas and free expression that far exceeds the reach of all TV networks combined. The world of personal media is the ability to watch video when you want it, where you want it. The world of personal entertainment is all information and entertainment available all the time. Hollywood and media have been reinvented.

Jason Rovou, *Vice President*, Ora TV

Jeff Shultz, *VP, Business Development*, CBS Interactive's Media group

Adam Ware, *SVP, Head of Digital Media*, Tennis Channel

Greg Portell, *Partner*, A.T. Kearney

Alex Limberis, *VP, Business Development*, Next Issue Media

Shawn Gold, *Advisor*, Wattpad.com, *Moderator*



Track II: Salon II

Hollywood Brand Power: Strategic Concepts in Celebrity and Creativity Across Platforms

Brad Spahr, Senior Vice President, Sony Music
Justin Hochberg, CEO, Just Entertainment
Aaron Meyerson, President, bBooth; (former President of Programming and Development, CBS Television)
Bill Sanders, SVP, Personal Brand Management, PMK*BNC
Melinda Moore, President, Moore Media Ventures (Advisor for Breakr & BOOMiO)
Dominic Sandifer, President, GreenLight Media & Marketing
Alex Ben Block, Senior Editor, The Hollywood Reporter,
 Moderator

Track III: Poolside Tent I

Original Internet TV - The Cross Platform Explosion

Rachel Webber, VP, Video, Rovio Entertainment
Larry Tanz, CEO, Vuguru
Michael Davis, Chief of Video Strategy and Programming General Manager, PMC Studios and ENTV
David Neyman, Head of Creative Partnerships and Video Content Development, POPSUGAR Studios
Ron Bloom, CEO, BiteSizeTV
James (Jimmy) Yaffe, Chief Strategy Officer, Ziff Davis
John P. Roberts, former, EVP Digital Strategy and Branding, Endemol USA, Moderator

Track IV: Poolside Tent II

Investment, Funding Strategies and Deal Flow: Digital Media Venture, Investment and Funding

Mike Lee, General Partner, Rogers Venture Partners
Jay MacDonald, CEO / Co-Founder, Digital Capital Advisors
Richard Wolpert, Managing Director, Amplify.la
Erik Rannala, Co-Founder & Managing Partner, MuckerLab
David O. Higley, Managing Partner, Bond Lane Merchant Bank
Kelemen Papp, Executive Director, Mooreland Partners
Tim Hanlon, Founder and CEO, The Vertere Group, LLC,
 Moderator

Track V: The Ballroom Terrace - Live Webcast from this Room

Women - Building the Brand - Understanding Lifestyle, Authenticity, Purpose & Resolve

Michele Turner, CEO, Dictionary.com
Nina Simosko, former, Strategy, Planning & Operations, Nike
Mia Goldwyn, Chief Content Officer, StyleHaul
Devery Holmes, President & CEO, Spark Marketing
Jennifer Romolini, editor-in-chief and VP of Content, HelloGiggles
Karla Ballard, SVP, TAG division, Participant Media
Sue Cross, former SVP, Business Development and Partner Relations for the Americas, The Associated Press, Moderator

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers

Master Class in Hollywood Production

12:30 PM - 1:45 PM

Marina Vista Room - Live Webcast from this Room

Hollywood Film and TV Magic! - Perfecting Content, Concept and Concept Modeling

Moderator: **Winston Perez**, CEO, Concept Modeling; Consultant to NBC/Universal, Warner Bros. and Sony
 Speakers to be announced

Workshop

12:30 PM - 1:45 PM

Track VII - Admiralty Room

Big Data: Je t'Aime, Moi Non Plus"

Gil Elbaz, Founder and CEO, Factual
Larry Vincent, Chief Branding Officer, UTA Brand Studio
Ravi Iyer, Principal Data Scientist, Ranker
Yves Bergquist, Business Development Manager, Ranker,
 Moderator

Portada Magazine - The Multicultural Summit

1:45 PM Separate Registration

Track VII: Salon III

The Global Latin Digital Media Opportunity: What You Need to Know

Esteban Lopez Blanco, Chief Strategists Officer, Entravision
Doug Greiff, Chief Creative Officer, MiTU
Marcelo Rodriguez, president, Grupo Parada
Arturo Duran, Digital Entrepreneur,
 Moderator

The ThinkTanks

2:00 PM - 2:45 PM - Director's Room

Content & ____ Are King: Identifying the value proposition

that makes content so valuable.

Steve Bradbury, COO, Zazoom Media Group

2:15 PM - 3:30 PM

Track I: Salon I - Live Webcast from this Room

Video Anytime Anywhere: Video Across Platforms - Television, Broadband and Mobile - Understanding the Value Proposition

The broadcast and cable industry has always been - at its heart a video delivery technology bringing greater programming options to the consumer. And 75 years after its start, at its heart, the television industry remains true to its word - but how things have changed. Video is now more than television. Video is at the heart of how consumers experience their daily lives. Video represents all-access all the time programming from a world of entertainment and information providers. Video is broadband and that represents video access to hundreds of millions of video websites. Video is mobile, video is how consumers share their home movies and personal photography with friends. Television has created a video infrastructure - across platforms, from high definition to mobile that learns and responds as the needs of the con-



sumer communications lifestyle emerges.

Jason Henderson, *Sr Interactive TV Product Mgr*, Dish Network

Emil Rensing, *Chief Digital Officer*, EPIX

Sky Kelley, *Director*, Digital Video Distribution, Disney and ESPN Media Networks

Doug Rosen, *Head of Partnerships, TV Everywhere*, NBCUniversal

Uday Navile, *North America Business Development Leader for Telecom, Media and Entertainment*, HCL America

Shahid Khan, *Chairman and Chief Strategist*, MediaMorph, Inc., *Moderator*

Track II: Salon II

The Hollywood and Media Challenge: Mergers, Consolidations and Convergence Trends

Will Keenan, *President*, Endemol Beyond

Ezra Cooperstein, *COO*, Fullscreen

Evan Weiss, *Manager / Producer*, The Collective

Jody Simon, *Partner*, Entertainment Department Production Practice Chair, Fox Rothschild

Moderator: Darrell D. Miller, *Chair*, Entertainment Law Department and *Managing Partner*, Fox Rothschild

Track III: Poolside Tent II

The Future of Enhanced Advertising: Addressing Brands, Message, Technology, Media and Entertainment

The ever expanding boundaries of entertainment in the national as well as global culture presents not just opportunities for specific brand extension or advertising, the merger of Hollywood and Madison Ave. represents a quantitative shift in the creative process. As the consumer alters its relationship to media, integrating broadband into every aspect of everyday life - from the mobile, to the public space and into the home - the power of the electronic message, whether delivered as advertising or via movies, TV, games, news or even as a function of the communications device itself, is a transformational tool. The industry is now experiencing its first steps in the fusion of marketing, entertainment and content. The real excitement will be found as the creative talent in the industry gets to experiment, innovate and produce new forms.

Randy Shaffer, *West Region Sales Director*, Xbox Advertising

Charles Riotta, *President & CEO*, LIMA

Simon Kelly, *Co-CEO and Chief Enthusiasm Officer*, Story Worldwide

Chris Denson, *Dir*, Ignition Factory, Omnicom Media Group

Christian Hughes, *Principal & President*, Cutwater

Jamie Reilly, *Chief Creative Officer*, Kastner & Partners

Tom Flanagan, *(former) EVP*, Entertainment, Leo Burnett, *Moderator*

Track IV: Poolside Tent I

Dutch Digital Delight - The US - Dutch Partnerships

Ralf Verhoef, *CEO and Co Founder*, Angry Bytes/Two Screen

Atila Meijs, *CEO*, Corrino Media Group

Femke Wolting, *Co Founder*, Submarine

Jeroen de Cloe, *CEO and Founder*, Sticky Studios

Hans Disch, *Co-Founder*, 24i Media

Olivier Koolemij, *SVP Business Develop USA*, Media Monks
Evert Larooij, *Sales Director Content Distribution*, Infostrada
George Freriks, *chairman*, the Holland Hollywood Connection, *moderator*

Track V: The Ballroom Terrace - Live Webcast from this Room

Entertainment & Media Women in Leadership: Building and Defining the Women's Base of Power in Media and Hollywood - Definitely Not the Boy's Club

Amy Beecroft, *CEO*, New Films International

Shalini Govil-Pai, *Director and Global Head for Partner Product Solutions*, YouTube

Thora Birch, *Actor*, Ghost World, American Beauty

Sharon Kopp, *General Manager*, Moviefone

Caryn Ward Ross, *Actor*, BET's The Game and He's Mine Not Yours

Troy Byer, *director/writer/executive producer*, "I Really Hate My Ex," *writer*, "B*A*P*S*

Perrin Kaplan, *Principal*, Zebra Partners, *Moderator*

Track V: The Admiralty Room

Social, Tablet & SmartPhone Gaming - The Explosive Obsession!

Social Games, virtual gaming and virtual communities have spawned a universe of goods and services. With hundreds of millions of users consumed in online gaming or social media, the phenomenon of the virtual economy is becoming ever more innovative and based in impressive economic numbers. As the technology enables better and more creative consumer experience, enabling full rich media virtual services and economies, the size, scope and future of the virtual world will only first become understood and realized.

Andrew Schneider, *President and Co-founder*, Live Gamer

Michael Ritter, *SVP Business & Corporate Development*, SGN

David Lord, *CEO*, JumpStart

Brian Selzer, *Vice President, Business and Product Development*, DAQRI

David Traub, *President*, unityfor, *Moderator*

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

2:15 PM - 3:30 PM

Marina Vista Room - Live Webcast from this Room

The Genius of the Hollywood Blockbuster: The Magic in Filmmaking

Portada Magazine - The Multicultural Summit

2:45 PM Separate Registration

Track VII: Salon III

Research Spotlight

How Hispanics Shape Entertainment Consumption

Julie Diaz-Asper, *Founding Partner/CEO*, Social Lens

The ThinkTanks

3:00 PM - 3:45 PM

ThinkTank I: The Director's Room

“The End Of TV Won't Come From The Internet, It Will Come From Your Mobile Phone”

Robert Tercek, *Chairman* of the Creative Visions Foundation
Frank Chindamo, *President & Chief Creative Officer*, Fun Little Movies

Portada Magazine - The Multicultural Summit

3:15 PM Separate Registration

Track VII: Salon III

How to Market to Hollywood's Most Important Audience - The Hispanic Moviegoer

Jessenia Enriquez-García, *Director of Channel Strategy*, Lopez Negrete Communications

Nuria Santamaria, *Multicultural Strategy*, Twitter

Allison Beauchesne, *Director of Sales, West, NJ*, NJ Mobile

Julie Diaz-Asper, *Founding Partner/CEO*, Social Lens, Moderator

3:50 PM - 5:00 PM

Track I: Salon I - Live Webcast from this Room

Leveraging Content and Celebrity For Cross-Platform Success: Brands and Entertainers Collaborate

You see it on TV all day long. It's all over the Net! Brands, entertainment content, celebrity talent, new media startups and big marketers are teaming up in new ways for cross-platform success. In this session we will hear from top entertainment executives, consumer brand executives, brand licensing experts, VCs and digital strategy experts about leveraging pop culture and content to connect with consumers.

Amy Friedlander, *Head, Business Develop*, West Coast, Uber

Jen O'Connell, *Head of U.S. TV*, CORE Media Group

Jon Housman, *co-founder and CEO*, Ora.TV (Larry King Now)

Christina Martin, *CEO*, Backstage Artist Lounge

Adam Smith, *Regional VP & National Automotive Sales*, Vevo

Jeff Rose, *CEO*, The Rose Group

Steven Masur, *Senior Partner*, Cowan DeBaets Abrahams & Sheppard LLP, Moderator



Track II: Salon II

Hollywood Rules: Tech is Good, But Content and Brand are Great! Producing on All Platforms

Kesila Childers, *VP, Digital Media*, Bunim/Murray Productions

Katie Lavin, *VP, Digital Mktg*, Twentieth Century Fox Domestic Theatrical Marketing

Matthew Evans, *SVP, Digital*, Nickelodeon

Sebastien Perioche, *Chairman/CEO*, Eurocinema

Harrison Land, *co-head, Development*, Jupiter Entertainment

Jay Samit, *Serial Entrepreneur & Author*, Moderator

Track IV: Poolside Tent I

The Hollywood Producer - The Real Deal - Projects, Strategies - The Creative Community Looks at the Future

Damon Berger, *CEO, Co-Founder*, What's Trending

Scott Ehrlich, *CEO*, Agility Studios

Rafi Mamalian, *EVP*, Collective Digital Studios

Melissa Schneider, *SVP Development and Production*, NewForm Digital

David Tochterman, *President*, Versatility Media, Moderator

Track V: The Ballroom Terrace - Live Webcast from this Room

Young Women In Hollywood: The Next Wave in TV, Film, Music, and Digital

Tiffany Ariany, *Actor/Producer/Social Media Producer*, "LA Girls," "Dish Nation"

Meghan Tonjes, *Singer/Songwriter/YouTuber*, "Booty Revolution"

Kathryn Gallagher, *Singer/Songwriter/Actor*, "Thanks For Sharing," Deaf West's "Spring Awakening"

Lauren Schacher, *Actor/Writer*, "Chicks Who Scrip!" podcast, "Untitled Schacher Project"

Shilpi Roy, *Writer/Director/Producer, Creator* "Hipsterhood,"

Julia Cho, *Actor/Writer/Producer*, "The Lizzie Bennet Diaries," "Scandal," "Hipsterhood."

Kylie Sparks, *actor/producer*, "Squaresville", Moderator

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

3:50 PM - 5:00 PM

Marina Vista Room - Live Webcast from this Room

The Film/TV War Room: A Strategic Consideration - Film as Weapon of the Mind

5:00 PM - 6:15 PM, *Open to All Attendees*

End-of Day Poolside Reception

Special Event - Open to All Attendees

6:15 PM - Marina Vista Room - Live Webcast from this Room

The LIMA-Digital Hollywood Evening Keynote Roundtable

“The Hollywood Brand and Licensing Global Strategy”

Roz Nowicki, *EVP, Global Sales & Retail*, Fox Consumer Products, Twentieth Century Fox Entertainment

Greg Economos, *SVP*, Sony Pictures Entertainment

Brian Maeda, *VP of Licensing*, Saban Brands

Jim Fielding, *Global Head Consumer Products and Retail*, Awesomeness TV

Paul Flett, *Licensing and Brand Management Agent*, UTA, Moderator

Keynote Roundtable, Part II - 7:00 PM - Marina Vista

Digital Hollywood - TV Academy Event

Moderator - Seth Shapiro, *Governor*, Interactive Media, The Television Academy

Digital Hollywood - Day Three**Wednesday, October 22nd****Breakfast Event** - Ballroom Terrace**Co-Sponsored by MHL Consortium and ARRIS****7:45 AM - 9:00 AM** Live Webcast from this Room*(Open to All Attendees)***Establishing the UltraHD 4K TV Marketplace: Strategies in Technology and Content Innovation****Rob Tobias**, *President*, MHL Consortium**Nick Colsey**, *VP, Television Division*, Sony Corporation**Dr. Sean McCarthy**, *Fellow of the Technical Staff*, ARRIS**Steve Silver**, *Director, Technical Business Development, Mobile & Connected Solutions Group*, Sandisk**James M. Burger**, *Partner*, Thompson Coburn LLP, *Moderator***9:00 AM - 10:15 AM**

Track I: Ballroom Terrace - Live Webcast from this Room

Innovation in Video Advertising: Enhancing Brand Experience - Maximizing Revenue in Syndication, Ad Insertion and Live Streaming**Cory Klippsten**, *Chief Revenue Officer*, Fuisz Interactive Media**Nikao Yang**, *SVP, New Business Development and Marketing*, AdColony**Yahav Isak**, *SVP, Project Management*, Digita Health**Offer Yehudai**, *President*, Inneractive**Joseph Dumont**, *co-founder*, Pandoodle**Frank Sinton**, *CEO*, Beachfront Media**Lauren Cole**, *President*, Cole Media, *Moderator*

Track II: Salon II, Live Webcast from this Room

Ultimate TV: The OTT, Cross Platform, Multiscreen Experience - Navigated by Set-top, Mobile Device or Console**Thomas K. Arnold**, *publisher and editorial director*, Home Media Magazine**Anupam Gupta**, *EVP, Cloud Services*, Vubiquity**Greg Willis**, *Partner, Application Innovation Services, Media & Entertainment*, IBM Global Business Services**Sean Besser**, *Head of Platform*, PeelMichael Goodman, *Director*, Digital Media Strategies**Michael Goodman**, *Director*, Digital Media Strategies**Brian Miller**, *Director of Business Development for Branded Products*, Western Digital**Ty Roberts**, *Co-founder and Chief Strategy Officer*, Gracenote**Rick Doherty**, *co-founder and Director*, The Envisioneering Group, *Moderator*

Track III: Salon III

The Always Connected Consumer - Apps, Devices, Networks - The Social & Entertainment Lifestyle

Mobile apps - communication and advertising is the name of the game. With the Tablet - SmartPhone explosion, the advertising and marketing industries now have a more than worthy partner in reaching and interacting with the consumer. The

Tablet represents a premium relationship to the consumer that not only complements the TV platform, but likely represents a connective tissue that reaches up into the TV platform as well as down into the SmartPhone device. We are now entering an always-connected consumer commerce relationship.

Kevin Wassong, *CEO*, LIN Mobile**Brian Burke**, *CEO*, Smashing Ideas**Chaim Haas**, *Head of Communications*, Glide**Mike Schneider**, *VP of Marketing*, Skyhook**David B. Williams**, *CEO*, Volectro**Max Fischer**, *President and CEO*, LinkedUp!**Akash Jain**, *Head of Consulting & Corporate Development*, Brillio**Paolo Sigismondi**, *MBA, Ph.D., Clinical Assistant Professor*, Annenberg School for Communication & Journalism, USC, *Moderator***9:00 AM - 10:00 AM**, Marina Vista Room**Career Strategy in the Digital Age: The Resume Is Dead--Will Social Media Get You Your Next Job****10:45 AM - Noon**

Track I: Salon II, Live Webcast from this Room

Internet TV Technology - Defining the Connected TV, Tablet & Smartphone Interactive Consumer Experience

The next generation of television is beginning its final march into the broadband universe. The devices with the amazing screens are starting to adopt broadband technologies, bringing streaming, gaming, PC options, advertising and interface innovation and flexibility. The technologies of communication, interactivity and social networks are now within reach. And the consumer is starting to notice. Next generation TV sets, set-tops and interface bring next generation consumers and greater revenue. We are at the new starting line.

Albhy Galuten, *VP of Media Technology Strategy*, Sony Network Entertainment**Ian Greenblatt**, *VP/Strategy & Business Development*, ARRIS**Jim Monroe**, *co-founder and SVP of Programming*, Net2TV**Chris Wagner**, *EVP and Co-Founder*, NeuLion**Christophe Louvion**, *CTO*, M-GO**David Jones**, *VP, Mktg and Business Develop.*, ViXS Systems Inc.**Mark Donnigan**, *GM*, Dune HD, Americas; *Partner*, The OAC Group, *Moderator*

Track II: Salon III

Media, Entertainment and Brand Ubiquity - Understanding the Programming, Marketing and Commerce Equation - TV-Broadband-Mobile

More than at any other time, the consumer relationship with brand, media and technology, has never been more profound. Powerful relationships are built upon loyalty. And with Tablets, SmartPhones, Broadband, TV and always-on communication, the consumer has never been better engaged in more positive circumstances. And the quality of that relationship is only likely to improve. As the devices and networks are enhanced, so the consumer relationship will become deeper and more profound.

Will Campbell, *President*, Quantasy

Moksha Fitzgibbons, *EVP, Sales and Mktg*, Complex Media
Gary Reisman, *CEO & co-founder*, LEAP Media Investments
Addison McCaleb, *founder & CEO*, MediaHound
Dave Weinberg, *CEO*, loop88
Dustin Hinz, *VP, Brand Experience and Entertainment Marketing*, Guitar Center
Max Gottlieb, *Founder*, Lovvvit
Jeetendr Sehdev, *Celebrity Branding Authority, Moderator*

Track III: Poolside Tent I

Over the Top Platforms - TV, iPad - Tablet - SmartPhone - PC - Connecting into the Future

The combination of TV, set-top, broadband connection and a host of new CE devices and services is breaking down the barriers of the TV viewing experience - it is called Over-the-Top TV. Broadcasting and cable will never be the same. The idea that consumers might use a TV, demanding personal and enhanced video services, as they do a computer has arrived. All video content, all the time to the consumer is now becoming a reality.

Kim Hurwitz, *SVP, Programming*, FilmOn.TV Networks, Inc.
Randa Minkarah, *Managing Partner*, OneAccord DIGITAL,
Nash Parker, *Director, Emerging Technology Commercialization*, Alcatel-Lucent
Malachi Bierstein, *SVP Sales and Marketing*, Saffron Digital
Robin Wilson, *VP of Business Development*, NAGRA

David Catzel, *Senior Platform Strategy Advisor, Developer Platform Evangelism Group*, Microsoft

James M. Burger, *Partner*, Thompson Coburn LLP, *Moderator*

Track V: Ballroom Terrace - Live Webcast from this Room

Women Entrepreneurs: Sharing Experience - Real Life Stories - Building the Brand, the Personal and the Company Identity

Debra Fine, *Partner*, Fine Line Companies/Foundation

Kirsty Spraggon, *Author, Motivational Expert*, Kirsty Spraggon TV

Kate Neligan, *Founder*, Synergytv Network.com

Julie Spira, *CEO*, Cyber-Dating Expert and Social Media and More

Dawn Nadeau, *co-founder*, IAmElemental Toys

Liz Heller, *CEO / co-founder*, Buzztone Inc.

Linda Sherman, *Co-Founder*, The Courage Group, *Moderator*

Special Workshop

Track VI: Admiralty Room

Attracting Fans with Sweeps and Contests - Legally!

Anne Moebes, *Law Office of Anne Moebes, Moderator*

Deanna Newell, *Business and Legal Affairs Attorney*

11:00 AM - 11:45 PM - Marina Vista Room

The Art of the Deal: Pointers, Advice and Hands-on Tools from Master Negotiators

Noon - 12:45 PM

ThinkTank A: The Director's Room

Google + Hangout: Monetizing the Future of Social Media and Video

Ann DeVere, *Exec Producer 'Access to Experts' and GVN TV*

Nobby Kleinman, *Author and Internet Marketing Expert*

Silvia Kratzer, *Professor of Film, TV and Digital Media, UCLA, Moderator*

Additional speakers: to be announced

12:15 PM - 12:45 PM - Marina Vista Room

Short Form Content: So Last Decade or Just Getting Started?

12:30 PM - 1:45 PM

Track II: Salon II, Live Webcast

Three Screen Challenge: TV, Mobile & PC: Delivering High Rez Video - High End Audio - Consumer Experience

Chris Cukor, *Business Development*, LG Silicon Valley Lab

Jim Chase, *Chief Evangelist*, Silicon Image

Mark Turner, *Content Relations*, Dolby Laboratories

Phil Lelyveld, *Consultant and Project Lead*, Entertainment Technology Center@USC

DTS, *speaker to be announced*

Dan Cryan, *Sr Director, Digital Media and Broadband*, HIS, *Moderator*

12:30 PM - 1:45 PM

Track III: Salon III

Branded Media Marketing - Across Platforms - Leveraging Image, Content and Celebrity - TV, Film, Broadband, Tablets and SmartPhones

With the attention of the consumer being assaulted by a host of great technologies - from

games and broadband to tablets - devices as well as content programming, the task of the client, the agency and content provider raising their message above the clutter is daunting. With every challenge, however there exists the opportunity to reinvent the process, and in the evolving world of branded media marketing, the creativity at hand is impressive. The industry's TV, music, wireless, film and broadband marketing teams are reinventing the world of entertainment, branding and marketing. In this session, we will gain further insight into the structures of our industry's future.

Andy Marks, *President*, Marks Entertainment + Media

Russell Maitland, *SVP of Advertising Sales*, Veria Living

Bree McAlister, *Digital Branded Content*, Done + Dusted

Frank Nein, *President*, 9Sight2020.com

Adam Cassels, *Chief Mktg Officer*, Audience Entertainment

Sheila Marmon, *Founder & CEO*, Mirror Digital Inc.

Ben Mendelson, *co-founder and president*, Interactive

Television Alliance, *Moderator*



Track IV: Poolside Tent I

Digital Deals - Networks, Studios and Producers - Monetizing Content Across Platforms

Vanessa Del Muro, *Head of Global Talent*, StyleHaul
Russell Schwartz, *SVP, Business & Legal Affairs*, Starz
David Shall, *COO & General Counsel*, Yuguru
Josette Bonte, *Chief Strategy Officer*, CTM: Institute for Communication Technology Management, Marshall School of Business, University of Southern California
Lucy Goldenhersh, *Principal*, IP Digital
Cleveland O'Neal, *President/CEO*, Connection III Entertainment Corp.
Darren Cross, *VP, Business and Corporate Development*, Maker Studios
Michael Sid, *CEO*, Mediamorph, *Moderator*

Track V: Admiralty Room

The Social TV Ecosystem: Smart TVs, Guides, OTT Content, Tablets-Smartphones and Apps

There is no separating it - TV viewing and social media have joined hands. TV shows are posting tweets and encouraging an immediate social relationship among viewers. TV celebrities are reaching out to their fan base and viewers are creating a host of social media-TV relationships. As most major websites, from Facebook and Twitter to the TV sites themselves enable their communities to reach other, all roads lead to the further interaction between the TV viewer and social media technologies.

Luc Tomasino, *Director*, Tablet TV
JP Lee, *EVP of Strategy and Partnerships*, Enswers Inc.
Peter Liu, *CEO*, TwoVee
Diane Bernard, *CEO*, FLM.TV
Jeremy Toeman, *President*, Dijit Media
Colas Overkott, *CEO*, Visiware
Al Cadena, *Sr Acct Dir*, Beeby Clark+Meyler
David Bloom, *Digital content production and partnerships*, Deadline.com, *Moderator*

Track VI: Plaza Room

Branded Advertising Strategies - Content and Platform Integration

Nicholas Davison, *Director of Web Development*, Digitaria
George Leon, *SVP, Media & Account Mgmt*, Hawthorne Direct
Corey Weiss, *Business Development*, ipsy
Brad Davis, *Partner*, Frequency Group
Luke Stepleton, *Co-Founder*, 3BlackDot
Kai Hasson, *Creative Director*, Portal A
Robert Gonsalves, *Consultant, Online Operations*, *Moderator*

Track VII: The Ballroom Terrace - Live Webcast from this Room

Women in Advertising - Innovation in Cross Platform Strategies: The Business of Monetization

Monica Lay, *Sr Product Mktg Mgr*, *Advertising Solutions*, Adobe
Catherine Heath, *Head of Strategy & Planning*, LA, Huge
Daiga Atvara, *CCO*, Digitaria

Jane Clarke, *Managing Director*, Coalition for Innovative Media Measurement (CIMM)

Tara Maitra, *SVP, GM, Content & Media Sales*, Tivo
Suzanne Hader, *Head of Digital Strategy*, SelectNY
Susan Brazer, *CEO*, LionShare Media, *Moderator*

The ThinkTanks

1:00 PM - 1:45 PM - Open to all Attendees

ThinkTank A: The Director's Room

Video Delivery Strategies: Video Performance - Mobile Performance - Web Performance

– **Managing Your Content as a Top Tier Player**

Brett Mertens, *Senior CDN Product Manager*, Internap

1:30 PM - 2:15 PM - Marina Vista Room

Casting and How to Stick out as an Actor in the Digital Age

The ThinkTanks

2:00 PM - 2:45 PM

ThinkTank A: The Director's Room

Video Acceleration on the Net – Enhancing the Last Mile Delivery

Yoel Zanger, *CEO and Founder*, Giraffic

2:15 PM - 3:30 PM

Track II: Salon II, Live Webcast from this Room

Hybrid TV - Delivering the Ultimate TV Experience: Broadcast, Cable, Premium & OTT Content

Hybrid TV presents to the consumer a new reorganized option in video viewing. It represents TV on all platforms - TV - Mobile - PC - packaged in options from free to high end premium subscription. In the future the consumer

will no longer be forced into one video viewing option. Video content will be delivered at multiple price points on multiple platforms.

Mark Jeffery, *Sr Director, Technical Strategy - Mediacom Group Function Technology*, Ericsson

Brian Jaquet, *Communications Director*, Sling Media

Dan Sweeney, *Western Division VP*, The Allant Group

Steve McKay, *CEO*, Entone

Xavier Kochhar, *President and CEO*, Video Genome Project

Ajay Dugar, *Digital Strategist*, Kinected Consulting

David Leibowitz, *Managing Partner*, CH Potomac, *Moderator*

Track III: Poolside Tent I

Venture Funding, Investment & Mergers - Leadership in the Entertainment & Technology Space: Broadband, Social, Mobile

The VC and strategic investment community has always led the way in recognizing the newest opportunities in the technology and entertainment space. In this era of economic flux, boom and bust, there are as many interpretations of value, opportunity and investment as there are investors and analysts in the industry. In this session, we bring together a number of the



formative players in the Media, Entertainment, Technology finance world who have played a part in the investments, mergers, acquisitions and takeovers over the past few years. At the moment there is more money chasing fewer ready resources, but as the market predictably shakes out, how the relationship between the traditional and new media companies settles will create a fascinating foundation for the next step in growth for our industry. Are we building toward another bubble or are we laying the groundwork for a period of hypergrowth in the convergence space? Media companies are making nine and ten figure bets in this new arms race and what the future holds is anyone's guess.

Monica Dodi, *Managing Director and Co Founder*, The Women's Venture Capital Fund

Steven Masur, *Senior Partner*, Cowan DeBaets Abrahams & Sheppard LLP

Elgin Thompson, *Managing Director*, Digital Capital Advisors, LLC

Pilar Stella Ingargiola, *co-founder & Managing Partner*, Alchemy P4 Fund

Renata RA Akhunova, *Partner*, Formula VC, Venture Fund

Joey Tamer, *President*, S.O.S. Inc., *Moderator*

Track IV: Salon III

Content for the New Platforms: Custom Programming and Branded Advertising

Adam Graves, *EVP of Client Service*, Threshold Interactive

Larry Laboe, *President of Production*, SXM

Ryan McConville, *SVP, Business Development & Partnerships*, Kargo

Stacy Wormser, *Sales Lead for the West Coast*, Stumbleupon

Paul Frank, *EVP, Series Development & Acquisitions*, BabyFirst

Anthony Layer, *Head of US Content Development*, Dailymotion

Greg Letourneau, *CEO*, Knowlera Media

Bob Gold, *Principal*, Bob Gold & Associates, *Moderator*

Track V: Plaza Room

Music Branding and Commerce: from Apps to Live Events

Robert (Leo) Rodgers, *MBA, SVP & Label Liaison*, Bungalow Records/UMGD

Wade Lagrone, *Founder and CEO*, RABBL

Colin Jeffery, *Executive Creative Director*, David&Goliath

Eric Foster White, *CEO & Founder*, ShowMobile

Anthony Manzo, *CTO*, Wedshare

Ty Roberts, *Co-founder and Chief Strategy Officer*, Gracenote

Adrian Sexton, *Chief Digital Officer*, New Medici, *Moderator*

Track VI: The Ballroom Terrace - Live Webcast from this Room

Bringing More Women into Tech: Breaking Down the Barriers to Entry

Jill (Schneiderman) Wilson, *SVP, Game Development*, SGN

Susan Paley, *former GM*, Beats by Dr. Dre

Sunni Pavlovic, *Studio Manager*, thatgamecompany

Paulette Pantoja, *Founder and CEO*, BluFocus

Nancy Hauge, *VP, Human Resources*, Silicon Image

Melinda Moore, *President*, Moore Media Ventures, *Moderator*

2:45 PM - 3:30 PM - Marina Vista Room

The Explosion of Short Movies: Artform or Web Currency

3:00 PM - 3:45 PM

ThinkTank A: The Admiralty Room

Congrats, You've Got a New Media Hit- Where's The Upside? What is Your Film, Your YouTube, Your Video Worth?

Christopher Kenneally, *Director, Business Development*, Copyright Clearance Center

Vince Muscarella, *VP, Studio Digital Services*, Rentrak

Meyer Shwarzstein, *Founder*, Brainstorm Media

Chris Horton, *Director of Artist Services*, Sundance Institute

3:50 PM - 5:00 PM

Track I: Salon II, Live Webcast

Video Everywhere - Technologies & Platforms - Enabling the Next Generation of Over-the-Top TV

Consumers are accessing video on TV and DVD, over broadband, in downloaded clips and more. Call it "Everywhere Video" or

"Over-the-Top Video" -- by any name it means that content is accessible virtually everywhere. See how the proliferation of new TV technologies and cable interactivity are pushing video to an even wider audience.

Peter Ward, *Director, Product Portfolio and Strategy*, Verizon Digital Media Services

Steve Ehrlich, *Business Development*, Hewlett Packard

Dave Cornella, *VP of Strategic Business Develop*, Deluxe Digital Distribution

Sudhir Kaushik, *Sr Director, Product Management*, Ooyala

Gavin Goodvach, *Head of Content*, AnyClip Media

John Petrocelli, *Founder*, Bulldog Digital

Media

Jonathan Hurd, *Dir*, Altman Vilandrie & Company, *Moderator*

Track II: Poolside Tent I

Monetizing Entertainment Programming - Exploring Business Models: Branding, Advertising, Subscription, Syndication - Video Across Platforms

Greg Galloway, *CEO*, iflixTV, LLC

Tina (Ialongo) Hoover, *VP Marketing & Interactive Experiences*, Scientific Games

Jeff Roach, *Chief Strategy Officer*, Fuel Youth

Jonathan Tavss, *President*, Scarlet Strategic

Messiah Jacobs, *founder and President*, Four Screens Production

Arlene Zeichner, *Principal*, Selavy Associates, *Moderator*



Track III: Admiralty Room

Content Rights and Technology Solutions in Media and Entertainment: Implementation of Technology Strategies - Protecting the Product

Content is what the entertainment and media industry produce, and the viability of the industry's future rests on its ability to manage its content and control its distribution while at the same time making it available to an ever larger customer base. And that is the job of the DRM technology industry, to make the film, music and mobile technology delivery systems safe for mass use. In this session, we will explore, from the point of view of the technology companies, the possibilities and potential of DRM in the evolving content landscape. From CDs and DVDs to broadband and wireless delivery, DRM and content protection represents the bottom line of the future of our industries.

Ken Rudman, *Senior Product Marketing Manager*, Civolution

John Gildred, *VP of Product Management*, Intertrust

Graham M Oakes, *CEO, Media Science International, Chairman*, Digital Watermarking Alliance

Julia Goodwin, *Sr. Manager*, Optimity Advisors

Thomas Siegman, *EVP, Innovation, Strategy & Client Relations*, RSG Media

Rajan Samtani, *SVP Sales and Marketing*, Peer Media Technologies, *Moderator*

Track IV: The Ballroom Terrace - Live Webcast from this Room

The Women Entrepreneur: The Person, The Opportunity and The Challenge

Marlene Sharp, *Director of Development*, RGH Entertainment

Phoenix Gonzalez, *Co-Founder & COO/Head of Business Development*, Dotstudioz

Jayna Cooke, *CEO*, EVENTup

Valerie Alexander, *author*, How Women Can Succeed in the Workplace (Despite Having "Female Brains")

Elsa Ramo, *Attorney/Founder*, Ramo Law PC

Mariana Danilovic, *Managing Director*, Hollywood Portfolio, *Moderator*

5:00 PM - 6:15 PM - Open to All Attendees

End-of Day Poolside Reception

Special Event: (Open to All Digital Hollywood attendees)

Wednesday, October 22nd - Salon III

6:15 PM - 8:00 PM - Reception and Meet-up

Sponsored by Alliance for Women in Media, Southern Cali

The Women's Mentor-Mentee Networking Evening Event

Would you like to be a Mentor or Mentee? - contact Laura (Behrman) Stotland laura@awmsocal.org

Special Event

6:15 PM - 8:00 PM - Marina Vista Room

Screening Series Holly Shorts Film Festival

Thursday, October 23rd

Drill Down Day at Digital Hollywood

Five Tracks to Choose From

ThinkTank Day - Intensive Sessions

9:00 AM - 9:45 AM - Marina Vista Room

Crowdfunding and the State of the Union

9:30 AM - 10:45 AM

ThinkTank I: Admiralty Room

Advertising and Micro-Commerce, Games and Game Networks - Mobile, Broadband and Console - Serving Individuals and Communities of Interest

As the platforms become more robust, as broadband, mobile, social media and TV provide greater consumer interactive flexibility, games as a product, as a destination, as a network or community and as a force in commerce grows. The growing power of the network, the relationship between the technology and the consumer, is opening the door to an entirely new and more complex set of tools in designing a multi-layered gaming consumer experience. From the explosion in casual gaming to the dedicated hardcore gamer, the power of the network is redefining games and user engagement which is ultimately revolutionizing the bottom line of the industry.

Clark Stacey, *co-founder and CEO*, Smart Bomb Interactive

Rob Grossberg, *CEO*, TreSensa

David Schwartz, *COO & Cofounder*, Voxel

Maura Sparks, *founder*, KissAppGames

Jamie Ortiz, *VP, Marketing and Communications*, Sleepy Giant Entertainment

Rizwan Virk, *Co-Founder / CEO*, Midverse Studios

Dmitri Williams, *CEO*, Ninja Metrics, *Moderator*

ThinkTank II: Plaza Room

Managing the Video Strategy:

Distribution Channels, Advertising and Technology

Joe Swift, *founder*, 7 Stories Up

Josh Lamb, *Founder and CEO*, Multipop

Paul Jetter, *Industry Principal and Lead for Media and Entertainment*, Hightail

Markus Almer, *Director*, VideoRx, *Moderator*

ThinkTank III: Ballroom Terrace

Social Engagement - Tracking The Real-Time Social Graph - Content, Communication, Advertising

Mark Carlson, *CEO*, Simple Feed

Jim Anderson, *CEO*, SocialFlow

Chuck Fishman, *Director, Media, Entertainment and Publishing*, Acquia

Eron Zehavi, *Chief Rewards Officer*, Swagbucks.com

Derek Bowers, *VP of Product*, MomentFeed

Nancy King, *Consultant*, NewView Marketing, *Moderator*



10:00 AM - Noon Marina Vista Room

Keynote Conversation**Stewart Copeland (The Police, Digital Filmmaker)**

11:05 AM - 12:20 PM

ThinkTank I: Admiralty Room

Advertising Analytics and Contextual Media: Social Media, Mobile, Search, Video Search and HyperTargeting

As advertising continues to embrace broadband in all its manifestations, via the PC, mobile, games and TV, having a complete understanding of its reach and impact is only beginning to charted and broken down. Broadband advertising in all its forms, text, video and display are taking forms that only the interactive technologies can provide. Whether it's search or a form of hypertargeting, we are only at the early stages of fully appreciating the impact and return on investment. In this session, the analytics of advertising in the emerging and more cutting edge platforms of social media, search and broadband video will be explored.

Michael Benedek, CEO, Datonics LLC**Jared Lake**, Director, Digital Media, Hawthorne Direct**Michael Knapp**, co-founder and CEO, OOTU**Tom Bash**, Manager, Product Strategy & Operations, Creative, Exponential Interactive**Eric Neff**, CMO, Stoddard and Partners**Sean Malatesta**, CEO, Micasa Multi-Platform TV Network, Moderator

ThinkTank II - Plaza Room

Marketing Primetime Hollywood Content - Using Twitter, Facebook, Smartphone and Tablets

Social media is everywhere - on SmartPhone, Tablet or PC - and reaching out, interacting and forging communication with a global universe of people is the challenge of all entertainment companies. The industry is in a continual state of Social Media outreach. And the effectiveness of that outreach is constantly measured to understand its effectiveness. In this session we will hear from the experts in entertainment and social media.

Jason Klein, CEO & co-founder, ListenFirst Media**James Thomas Sr.**, President, BEM Media Group and The Red Letter Agency PR Firm**Marsha R. Levine**, President, A List Entertainment**Jenna Broughton**, Customer Relationship Mgr, Union Metrics**Kelli Richards**, President & CEO, The All Access Group LLC**Mick Darling**, CEO, Tomorrowish**Donald A. Jasko**, CEO, Digital Economics, Moderator

ThinkTank III: Ballroom Terrace

Video Innovation! Social Video, Personalized Video, Real-Time Video - Communication and Commerce**Field Garthwaite**, CEO, Iris.TV**Bee Ottinger**, CEO, SnapCuts**Philip Nelson**, Chief Relationship Officer, NewTek, Inc**Alex LeMay**, CEO, founder, and executive producer, New Velocity Media**Jon Skogmo**, CEO, JukinMedia**Collin Lee**, Vice President, Marketing, Influxis**Dave Lazar**, Co-Founder & CEO, Stage TEN**Bill Newell**, President, North South Studios LLC, Moderator

ThinkTankIV: Director's Room

Managing Social Data: Understanding Interaction, Behavior, Lifestyle, Marketing and Technology**Dan Benyamin**, CEO, CitizenNet**Justin Rezvani**, CEO and founder, theAmplify**Kerry Edelstein**, Owner, Research Narrative**Juntae DeLane**, Digital Brand Mgr, University of Southern California**Dhruv Joshi**, Chief Evangelist + Growth Hacker, Social Rockfish, Moderator

12:15 PM - 1:00 PM - Marina Vista Room

Crowdfunding: More Money, More Problems?

12:50 PM - 2:00 PM

ThinkTank I: Admiralty Room

Twitter, Facebook & Social Media**Carolyn Fox**, Digital Director, National Geographic Society**Lawrence Mak**, Senior Manager of Product Marketing, Adobe**Phil Pallen**, Brand Strategist**Behnam Karbassi**, Founder / CEO, No Mimes Media**Johnny Miller**, Founder, Manumatix**Marco Hansell**, CEO, twtMob**Adam Mischlich**, President & CEO, MOVEMENT Public Relations, Moderator

ThinkTank II: Director's Room

The Always Connected Consumer - Apps, Devices, Networks - The Social & Entertainment Lifestyle

Mobile apps - communication and advertising

is the name of the game. With the Tablet - SmartPhone explosion, the advertising and marketing industries now have a more than worthy partner in reaching and interacting with the consumer. The Tablet represents a premium relationship to the consumer that not only complements the TV platform, but likely represents a connective tissue that reaches up into the TV platform as well as down into the SmartPhone device. We are now entering an always-connected consumer commerce relationship.

Gil Dudkiewicz, Founder and CEO, Startapp**Greg Wester**, GM Research and Data Products, Mobile Posse**Nathan Keating**, co-founder, BuildFire**David Larkin**, CEO, Plexus Entertainment - GoWatchIt.com, MRQE.com, Moderator

ThinkTank III: Ballroom Terrace

The Power of YouTube: Unlocking the Power of Advertising and Programming

Marcelo Camberos, CEO, ipsy
Mike Pusateri, Founder, CEO, Bent Pixels
Juan Bruce, CEO and Co-Founder, Epoxy
Marc Hustvedt, Head of Digital, REACH Agency
Scott Meldrum, Exec Director, Interactive, WONGDOODY
Rob Ciampa, Chief Marketing Officer, Pixability
Adam Pincus, Executive Vice President, Programming & Production, GroupM Entertainment NA, Moderator

ThinkTank III: Director's Room

Content for the New Platforms: Custom Programming, Product Placement and Branded Advertising

Stephanie Piche', founder and Executive Producer, Mingle Media TV Network
Rick Keppler, president, Keppler Entertainment
Ken Mayer, Chairman and CEO, GTV
Burnes Hollyman, President, GHOST MACHINE TM
Alex McAfee, CEO, Seek Retreat
Allison Dollar, CEO, ITV Alliance, Moderator

ThinkTank IV: Plaza Room

TV Everywhere: The Content & Commerce Opportunity - From Live Streaming & Video Syndication to Video Ad Insertion

Fuad Hawit, CEO and Founder, Groopie
Gene Pao, VP of Digital Media, Shout Factory
Matt Smith, Chief Evangelist, Anvato
Jason Lopatecki, Chief Strategy Officer, Tube Mogul
Ron Yurman, founder, Spud!, Moderator

ThinkTank IV: Ballroom Terrace

Intersection of Social and TV: The 2nd Screen Experience - From Social Viewing and Communication to Data Visualization

Colin Hornett, Executive Producer, iPowow
Sean Malatesta, CEO, Micasa Multi-Platform TV Network

1:30 PM - 2:30 PM - Marina Vista

The Great, Big Crowdfunding Action Plan Workshop for Actors, Directors, Producers, and Distributors



2:15 PM - 3:30 PM

ThinkTank I: Admiralty Room

The Facebook Factor - A Discussion of Facebook and other Social Media Platforms as a Commerce and Communications Platform

Jeff Semones, President, M80
Dhruv Joshi, President, Social Rockfish
Rebecca Coleman, partner and co-founder, Something Massive
Newton Lee, Editor-in-Chief, ACM Computers in Entertainment
Daniel Bornstein, Vice President of Global Advertising Sales, deviantART
Juston Brommel, Serial Entrepreneur, investor, and Advisor
Dr. Gigi Johnson, Exec. Director, Marel Institute, Moderator

ThinkTank II: Plaza Room

Advertising Innovation! Ad Targeting and Hypertargeting, Mobile, Social Networks and Video Ads

Tom Chamberlin, VP, Business Development, FaceCake Marketing Technologies, Inc.
Eugene Lee, co-founder and CEO, ChannelMeter
Daniel Loesch, Head of Business Development, Peel
Edwin Lee, VP of Strategic Accounts, MediaMath
Stephen Fahlsing, Partner/Solutions Director, mindhard
Eric Dahan, CEO, InstaBrand, Moderator