The 9th Annual

2012

Media Summit

New York

March 6th - 8th, 2012
McGraw-Hill Building, New York City

The International Conference on Television, Broadband, Mobile, Advertising, Cable, Telcos, Publishing, Radio & Marketing Print Media, News Media, Motion Pictures and Games

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Conference At-a-Glance

Session Locations: There are seven conference rooms.
1. The Auditorium - on the Mezzanine Level
2. The Gallery - Adjacent to the Auditorium
3. Rooms 204 - 209 - Mezzanine Level, Left of the Escalator

Wednesday, March 7th, 2012
7:30 AM - 9:00 AM, The Gallery
Standard & Poor's, Media, Entertainment, and Cable Industry
Breakfast Briefing

9:15 AM – 10:15 AM
Keynote Roundtable - The Auditorium

10:45 AM - Noon
Session A: The Auditorium
Media Strategies - The Growth Picture - Apps, Video/TV, News, Books and Magazines

Session B: The Gallery
Contextual Media & Advertising: Transforming and Redefining the Relationship Between the Consumer, Advertising and Media Platforms

Media in Transition Workshop
10:45 AM - Noon
Session A: Room 209
Merging Content with New Technologies - Part I: Content Reinvention with the Next Generation of News Readers, Tablets and Mobile Devices

Workshop II: Technologies of Innovation
10:45 AM - Noon
Session A: Room 208
Video Anytime Anywhere: Video Across Platforms - Television, Internet and Mobile – Understanding the Value Proposition

"DH Content Summit" - HwdSummit - Room 207
10:45 AM - 11:30 AM
Producing with the Guilds: PGA, WGA, SAG, DGA

"DH Content Summit" - HwdSummit - Room 207
12:00 Noon - 12:45 PM
Digital Platforms - The Future of Content - Distribution from iTunes to Netflix and Digital Cinema

12:30 PM - 1:45 PM
Session A: The Auditorium
Hollywood, Television and the Digital Consumer: How Technology, Content and Services Establish the Next Level of Consumer Entertainment Experience

Session B: The Gallery
The Social Experience: Personalized Communication, Personalized TV, Personalized Apps, Personalized Commerce

Media in Transition Workshop
12:30 PM - 1:45 PM
Session B: Room 209
Magazines, TV, Newspapers & Books – Developing a SuperApp Experiential Platform

Workshop II: Technologies of Innovation
12:30 PM - 1:45 PM
Session B: Room 208
Over the Top TV – Content and the Consumer Experience – New Technologies as Gateway to the New Hollywood

2:15 PM - 3:30 PM
Session A: The Auditorium
Global Media and Advertising: The Transition - TV, Broadband, Mobile and Social Media

Session B: The Gallery
The Television Ecosystem: Cable, Telco, High Definition, Broadband, Mobile, Satellite - Defining the Future of Entertainment and Communications

"DH Content Summit" - HwdSummit - Room 207
1:15 PM - 2:00 PM - Room 207
Best of Breed Content Innovators - Web-series, Content Apps, Social Media and beyond

Media in Transition Workshop
2:15 PM – 3:30 PM
Session C: Room 209
The Apps - The Smartphone and Tablet - Entertainment, News, Music, Games, Location-Based, Communication and Community

Workshop II: Technologies of Innovation
2:15 PM – 3:30 PM
Session C: Room 208
The NexGen Entertainment Home Experience - From the Smart & Connected TV to the Set-Top, Consoles & PC Experience

"DH Content Summit" - HwdSummit - Room 207
2:30 PM - 3:45 PM - Fireside Chat
Kurt Loder, author, "The Good, the Bad and the Godawful"
Owen Gleiberman, film critic, Entertainment Weekly

3:45 PM - 5:00 PM - The Auditorium
The End-of-Day Keynote Roundtable
State of Media, Entertainment & Advertising

Media in Transition Workshop
3:45 PM - 5:00 PM
Session D: Room 209
Content for the New Platforms: Custom Programming and Branded Advertising - Tablet & Smartphone, Web and TV

Workshop II: Technologies of Innovation
3:45 PM – 5:00 PM
Session D: Room 208
Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV - Strategies for ConnectedTV Technology & Content

"DH Content Summit" - HwdSummit - Room 207
4:15 PM - 5:00 PM
Film Festivals in the Digital Age:

6:15 PM – 8:30 PM
Dinner I
Media Transformation – Video Everywhere - Social TV and OTT
So you think you know what your consumers want?
Think again

Digitization, broadband, and mobile technologies are forcing drastic changes to existing business and revenue models. How should your organization respond? To ensure you are making the right decisions, you need to understand how consumer preferences and habits are changing as well.

Deloitte’s multi-national fourth edition of the State of the Media Democracy Survey provides a generational “reality check” on how consumers are interacting with technology, purchasing products, and responding to advertising — and what they want in the future.

Want to learn more?
Visit www.deloitte.com/us/realitycheck

www.deloitte.com
Dinner II:
The Finance Dinner: Media, Entertainment, Technology and Money: Funds, Mergers, Acquisitions, Takeovers and Targets

Thursday, March 8, 2012
9:00 AM - 10:30 AM
Summit Welcome
The Keynote
10:45 AM - Noon
Session A: The Auditorium
The Media Industry Equation – New Platforms, Content Owners and Commerce - Television, Magazines, Books and Newspapers

Session B: The Gallery
Venture Funding, Investment & Mergers - Leadership in Media, Entertainment & Technology: Broadband, Social Networks, Mobile and Games

The Future of Advertising Track
10:45 AM - Noon
Session A: Room 209
Advertising Strategy, Expenditure and Analysis: Broadcast and Cable & the New Platforms: Broadband, Social Networks, Outdoor, Mobile, VOD & PVR

"DH Content Summit" - HwdSummit - Room 208
10:15 AM - 11:00 AM
Online publishing, fan fiction, community building for Readers and Writers

11:15 AM - 12:00 PM - Room 208
Transmedia Storytelling grows up -- From Esquire to Oprah and iBooks

12:30 PM - 1:45 PM
Session A: The Auditorium
Media and Brand Ubiquity – Fashion, News, Sports, Comedy & Reality – TV, PC - The Tablet, The Smartphone – Understanding the Content and Commerce Equation

Session B: The Gallery
Social Television - The Merger of Content, Social Interaction and the Video Platforms

The Future of Advertising Track
12:30 PM - 1:45 PM
Session B: Room 209
The Future of Enhanced Advertising: Addressing Brands, Message, Technology, Media and Entertainment

2:15 PM - 3:30 PM
Session A: The Auditorium

Session B: The Gallery
Video Advertising: How New Consumer Habits Are Driving the Advertising Community to Innovate, and the Challenges with Scale

The Future of Advertising Track
2:15 PM - 3:30 PM
Session C: Room 209
Advertising Accountability: Metrics and Analytics around Video, Social Media, Broadband and Mobile

2:15 PM - 3:00 PM - Room 208
Producers Guild of America Presents: The Transmedia Producer Credit

3:30 PM - 5:00 PM - HwdSummit - Room 208
It's not TV, It's Social - Reinventing the Small Screen

3:45 PM - 5:00 PM
Session A: The Auditorium
Branded Media Marketing - Across Platforms - TV, Film, Broadband, Mobile, Virtual Economies, Music and Games – Reinventing the Commerce & Media Model

Session B: The Gallery
Social Media: Marketing, Business Acceleration and Social Commerce

Session C: Room 209
Hypertargeting: Ad Networks, Ad Serving and Ad Targeting

5:00 PM - The Gallery
End of Day Keynote
Adrian Grenier, Actor, Director and President, Reckless Productions
In Conversation with:
Trevor Doerksen, CEO and Founder, Mobovivo Inc.
Digital Hollywood Content Summit X

Wednesday, March 7th  
Room 207

Panels, Master Classes, Workshops, Conversations

Content Summit Media Partner: IndieWire

with special guest:
KURT LODER
Film & Music Journalist, MTV and Rolling Stone

Wednesday, March 7

All Wednesday panels will be held in Room 207

**FILM & TELEVISION SUMMIT**

10:45 AM – 11:30 AM
Producing with the Guilds
PGA, WGA, SAG and how to navigate their New Media Production Guidelines.

12:00 PM – 12:45 PM
Digital Platforms - The Future of Content Distribution
From mobile to broadband to digital cinema. Presented by SnagFilms / IndieWire

1:15 PM – 2:00 PM
Best of Breed Content Innovators
Web series, content apps, social media and beyond.

2:30 PM – 3:45 PM
Fireside Chat: Kurt Loder, “The Good, the Bad and the Godawful”
Discussion with Owen Gleiberman, film critic, Entertainment Weekly.

4:15 PM – 5:00 PM
Film Festivals in the Digital Age
Tribeca, IFP, NYTVF. Presented by IndieWire

Thursday, March 8

All Thursday panels will be held in Room 208

**PUBLISHING & TRANSMEDIA SUMMIT**

9:00 AM – 9:45 AM
Kickstarter Case Studies
Stories and projects by successful crowd-funded content creators. Presented by Kickstarter

10:15 AM – 11:00 AM
Online Publishing, Fan Fiction, Community Building: Novels Beyond the eBook
Case studies from SocialSamba to Brand Stories.

11:15 AM – 12:00 PM
Making the World Interactive with ScrollMotion
Revolutionizing reading for Esquire, Oprah, textbooks and more.

2:15 PM – 3:00 PM
The Transmedia Producer Credit
Learn about the exciting new credit for modern-day storytellers. Presented by Producers Guild of America East

3:30 PM – 5:00 PM
It’s not TV, it’s Social - Reinventing the Small Screen
Case studies from HBO, Bravo, MTV and NBC. Presented by Academy of Television, Arts & Sciences

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Conference Speakers

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Session B: The Gallery

Contextual Media & Advertising: Transforming and Redefining the Relationship Between the Consumer, Advertising and Media Platforms

The world is becoming an ever-growing contextual media and information experience. Consumers get to watch TV news shows that lean to the left or to the right depending on how they like it. And on the web, the degrees to the left and to the right can be calibrated down to the millimeter. Radio is broken down so that stations can reach and satisfy a distinct and unique group of listeners and the web can drill down even further than that. The web is able to distill the users experience to actual needs, to the actual and definable likes and dislikes of each and every consumer. While the system has yet to be perfected, the learning curve of contextual media content to the consumer along with its advertising and commerce-based partnering activities is moving right along. The personalized relationship between media and advertising has always been with us. Families watch TV shows that advertise soap and teenagers watch shows that advertise cola. But the degree of personalization and how fast it arrives is presenting an interesting set of musical chairs for the media, advertising and content industries. It is an interesting time.

Kristine Welker, Chief Revenue Officer, Hearst Magazines Digital Media
Slavi Samardzija, EVP, Marketing Intelligence, Wunderman and KBM Group
Chris Hayes, Managing Partner, Young & Rubicam
Paul Longo, SVP, Group Digital Director, MediaVest
Laura Caraccioli, EVP of Advertising, Electus
Bill Lederer, CEO, Kantar Video
Alma Derricks, Director, Deloitte Consulting LLP, Moderator

Media in Transition Workshop

10:45 AM - Noon

Session A: Room 209

Merging Content with New Technologies - Part I: Content Reinvention with the Next Generation of News Readers, Tablets and Mobile Devices

Blogs, social networks, and online video have been in the ascendency for the media industry for many years now - but with the recent turmoil with brick-and-mortar bookstores and the rapid adoption of Kindles, tablets, apps and the mobile web, we could very well finally be in the “convergence” moment that many people in digital media have discussed for years. The revolution in business models and digital distribution that disrupted the music industry is now turning publishing on its head, and TV and film aren't far behind. Beyond that, the world of tablets invites publishers to become interactive producers, TV execs to become print authors, and digital developers to build new business models around authors, publishers, and media. Our panel features leaders in all forms of media – from publishing to television - exploring this new world of digital “convergence.” Our panel will discuss their opinions on where the present round of convergence is leading, whether the app-based Tablet world introduces a new opportunity for monetizing content beyond ad-based revenue, and what new forms of interactive media we can expect for an app-based mobile audience.

Chia Chen, SVP/North American Mobile Practice Lead, Digitas
Perry Solomon, VP, Digital Business Development, Time Inc.
Alex Limberis, VP, Business Development, Next Issue Media

10:45 AM - Noon

Session A: The Auditorium

Media Strategies - The Growth Picture - Apps, Video/TV, News, Books and Magazines

Joe Ruffolo, Senior Vice President, Digital Media, ABC News
Marc DeBevoise, SVP and GM, Entertainment, CBS Interactive
Sharalyn Hartwell, Executive Director, Magid Generational Strategies™
Robertson Barrett, VP, Yahoo! News and Finance, Yahoo!
Jeffrey Thompson, VP, Entertainment Digital Strategy and Business Development, Conde Nast Entertainment
Larry Gerbrandt, Managing Director, Janas Group & principal, Media Valuation Partners, Moderator
What about your OPERATIONS strategy

Content Monetization  
IP and Licensing  
Billing and Reconciliation  
Customer Service

Infosys BPO Ltd. (www.infosysbpo.com), the Business Process Outsourcing subsidiary of Infosys Limited (NASDAQ: INFY), was set up in April 2002. Infosys BPO focuses on integrated end-to-end outsourcing and delivers transformational benefits to its clients through reduced costs, ongoing productivity improvements, and process reengineering. Infosys BPO operates in India, the Czech Republic, China, the Philippines, Poland, Mexico, USA and Brazil and employs over 20,000 people. The company’s performance has consistently been above the industry average and closed FY 2010-11 with revenues of $427 million.

For more information, contact infosysbpo@infosys.com
Workshop II: Technologies of Innovation
10:45 AM - Noon

Video Anytime Anywhere: Video Across Platforms - Television, Internet 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 consumer communications lifestyle emerges.

Jason Henderson, Product Manager, Verizon FiOS TV
Pam Schechter, VP, Business Affairs, Digital and Cable Entertainment, NBC/Universal
Vikki Neil, SVP/GM, Online Brands, Scripps Networks Digital
Dan Sacher, VP Digital, VHI, MTV Networks
Marshall Heald, Manager, Online and Content Distribution, SBS
Kelly Egan, Vice President, Business Development, Fanhattan
Emil Rensing, CTO, EPIX
Ryan Lawler, Online Video Editor and Staff Writer, GigaOM, Moderator

"DH Content Summit" - HwdSummit - Room 207
10:45 AM - 11:30 AM
Producing with the Guilds: PGA, WGA, SAG, DGA

Chris Pfaff, New Media Council, PGA-E
Ursula Lawrence, WGA-E

"DH Content Summit" - HwdSummit - Room 207
12:00 Noon - 12:45 PM
Digital Platforms - The Future of Content - Distribution from iTunes to Netflix and Digital Cinema

Daniel Laikind, Principal, Stick Figure Productions
Rick Allen, CEO, SnagFilms / IndieWire
Gary Delfiner, SVP, Digital Distribution, Screen Media Ventures

12:30 PM - 1:45 PM
Session A: The Auditorium
Hollywood, Television 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 it 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.

Greg Johnson, Executive Creative Director, William Morris Endeavor Entertainment
John Rubey, President, AEG Network Live
Kim Moses, principal, Sander/Moses Productions ("Ghost Whisperer")
Brian Hunt, Head of Creative Development, Original Video, Yahoo!
Daniel E. Tibbets, SVP, Digital Media, Bunim/Murray Productions
Christopher Gebhardt, EVP and GM, TakePart/Participant Media

Ted Cohen, Managing Partner, TAG Strategic llc, Moderator

Session B: The Gallery
The Social Experience: Personalized Communication, Personalized TV, Personalized Apps, Personalized Commerce

The SmartPhone and Tablet have transformed and redefined how consumers relate to their communications experience - it is now all a world of personalized interaction. As the consumer addresses commerce, communication or TV - as Apps or as a transaction - it is all now part of a greater Social Experience. The world of phones, TV and computing is now altered forever all aspects of our lives. From entertainment, person-to-person communications, group relationships to the political and commercial sphere, no aspect of our lives is not being impacted and transformed by the Social phenomenon. We are living in the era of The Social Experience.

Jordan Bitterman, SVP, Social Marketing Practice Director, Digitas
Daniel Roth, Executive Editor, LinkedIn
Lisa Kolodny, Sr Director, Brand Marketing and Social
Cranking out more of the right eyeballs than ever before.

Comcast Spotlight is opening a lot of eyes these days. Now, thanks to I+, you can reach more consumers in local markets, whether they’re in cable, satellite or telco homes. But we’re not just delivering more eyeballs, we’re delivering the right ones. Our advanced targeting tools help you assemble all kinds of fragmented audiences within your markets. Which means you can reach your target with unprecedented accuracy. So if you’re looking for more of the eyeballs you value, look no further than Comcast Spotlight. We’ll get you the right eyeballs. Not to mention the left ones.

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Media in Transition Workshop
12:30 PM - 1:45 PM
Session B: Room 209
Magazines, TV, Newspapers & Books – Developing a SuperApp Experiential Platform
Blogs, social networks, and online video have been in the ascendency for the media industry for many years now – but with the recent turmoil with brick-and-mortar bookstores and the rapid adoption of Kindles, tablets, apps and the mobile web, we could very well find itself in the “convergence” moment that many people in digital media have discussed for years. The revolution in business models and digital distribution that disrupted the music industry is now turning publishing on its head, and TV and film aren’t far behind. Beyond that, the world of tablets invites publishers to become interactive producers, TV execs to become print authors, and digital developers to build new business models around authors, publishers, and media. Our panel features leaders in all forms of media – from publishing to television - exploring this new world of digital “convergence.” Our panel will discuss their opinions on where the present round of convergence is leading, whether the app-based Tablet world introduces a new opportunity for monetizing content beyond ad-based revenue, and what new forms of interactive media we can expect for an app-based mobile audience.
Matt de Gannon, VP Mobile Product and Operations, Gannett Digital Network
Lee Huang, Product Director, Barnes & Noble Digital Newstand
Jon Steinberg, President, BuzzFeed
Nick Ascheim, SVP, Digital Media, BBC America, BBC.com
Scott Kessler, Senior Internet Equity Analyst, S&P Capital IQ, Moderator

Workshop II: Technologies of Innovation
12:30 PM - 1:45 PM
Session B: Room 208
Over the Top TV – Content and the Consumer Experience – New Technologies as Gateway to the New Hollywood
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.
David J. Del Beccaro, President, CEO, Founder, Music Choice
Gabe Sauerhoff, VP of Digital Media Distribution, Discovery Communications
Samuel Chang, GM of Innovation and Smart TV US, LG Electronics
John Bishop, Director of Strategic Initiatives, Cisco
Idan Cohen, Co-Founder & CPO, Boxee
Jo Holz, SVP, Client Research Initiatives, The Nielsen Company
Mike Weintraub, Director Technology, Verizon Digital Media Services
Rick Doherty, co-founder and Director, The Envisioneering Group, Moderator

"DH Content Summit" - HwrdSummit - Room 207
1:15 PM - 2:00 PM
Best of Breed Content Innovators - Webseries, Content Apps, Social Media and beyond
Jeremy Redleaf, Producer, Actor, Creator, Brackets Creative
Lindsay Ellis, Web Host- Filmmaker, Nostalgia Chick, Blip, Moderator

2:15 PM - 3:30 PM
Session A: The Auditorium
Global Media and Advertising: The Transition - TV, Broadband, Mobile and Social Media
As global media is transformed from a broadcast television based economy to a revolutionary media world with multiple disciplines, structuring advertising concepts and strategies equal to the profound change is the task at hand. In this session, we will look for a comprehensive understanding of what advertising in the next generation will look like. The world of advertising has been completely dislocated by the acceptance and integration of the new technologies, from PVR and Broadband to Social Networks, VOD, Mobile, Blogs and ITV. As the consumer is being both barraged by content and choice, he/she is invariably being overwhelmed by the technology itself. While the decisions being made by the advertising community are always measured and incremental, the technologies at hand are profound and will only move ever forward. How fast and at what rate of impact is still to be understood, but the question is no longer about consumer acceptance and proof of distribution. The new technologies are successfully invading traditional media and the good news is rather than leaving the advertiser without a way of reaching the audience, the new technologies may ultimately prove to be better and more comprehensive vehicle for reaching and developing relationships with an even larger customer base.
Lee Garfinkel, Chief Creative Officer, Global Brands, Euro RSCG Worldwide Co-Chairman, Euro RSCG
Stewart Pearson, Chief Client Officer, Wunderman
Marita Scarfi, CEO, Organic
Jonathan Hoffman, Chief Experience Officer, Starcom USA
Paul Gunning, CEO, Tribal DDB Worldwide
Doug Scott, President, OgilvyEntertainment, Moderator
Why buy TV ad space...
... as if it were 1960?

See Rovi Live at Media Summit New York

“The NexGen Entertainment Home Experience”
Wednesday, March 7 at 2:15 p.m.

“Video Advertising”
Thursday, March 8 at 2:15 p.m.

It’s time to think about TV advertising in a completely different way.

After all, TV has evolved. We watch content on multiple screens: pocket-sized, tablets, and wall-mounted. And most importantly, our TVs are now connected to the internet. This is not your grandfather’s television.

So why do we still buy TV ads the same way we did 50 years ago?

Today, the Rovi Advertising Network allows you to reach millions of engaged viewers while they’re actively seeking live, recorded, on-demand, internet, cable or network content.

Download our media kit today and learn how Rovi can help you reach millions of TV watchers in an interactive, fully “surfable” way.

Rovi Advertising Network
roviavertising.com
How do we go from eyeballs to hearts and minds?

It's bigger than finding the right people. You need the most meaningful message, at the most meaningful time, in the most meaningful way. With our global reach, advanced targeting, and innovative multi-screen campaigns, we can take you there. Learn more at advertising.microsoft.com

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You dream it. We deliver it.
Session B: The Gallery

The Television Ecosystem: Cable, Telco, High Definition, Broadband, Mobile, Satellite - Defining the Future of Entertainment and Communications

The television experience has now officially graduated from its status as entertainment king of the living room, to the central component of the entire electronic consumer experience. Television 3.0 has now arrived and it includes all of the integrated services of PVR, DVR, VOD, Broadband, Wireless, VoIP and Mobile as a communications as well as scalable video provider of clips and updates to movies and full programming. The competition for the future of Television 3.0 has just begun. With 250 million consumers in this country to service and a global market to reach out to, the media, entertainment and technology companies are not competing in a zero sum marketing arena. In this session, we will address these issues and more.

Paul Buccieri, Managing Director, ITV Studios International; President and CEO, ITV Studios
Patrick Lafferty, COO, North America, McCann Erickson
Stephan Shelanski, EVP of Programming, Starz Entertainment
Bruce Eisen, VP, Online Content Development & Strategy, Dish Network

Roger Keating, Senior Vice President, Hearst Television
Scott Koondel, SVP, Corporate Licensing and Distribs, CBS Corporation; President of Distribution, CBS Television Distribs
Mike Sid, CEO, MediaMorph, Moderator

Media in Transition Workshop
2:15 PM – 3:30 PM
Session C: Room 209

The Apps - The Smartphone and Tablet - Entertainment, News, Music, Games, Location-Based, Communication and Community

With Apps, the Tablet and Smartphone platforms are in the process of transforming the relationship between the consumer and the always-on relationship. Apps are proving to be the most transformative mobile and computing experiences to date. Apps are not only an experiential innovation, they represent a monetization platform with endlessly new and innovative possibilities. The App is not only a future money machine and it is a user community, a petri dish for understanding the needs, likes and personality of the modern consumer.

Scott Drake, VP, CNBC Digital
Mark Weinberg, VP, Programming and Product Strategy, Hearst Magazines Digital Media
Jacob Knobel, Principle Software Engineer, AOL Mobile
Mark Young, VP, Mobile Strategy & Business Development, NBCUniversal Entertainment & Digital Networks
Peter Phillips, SVP & GM, Digital Media Group, Marvel Worldwide
Rex Ishibashi, Chief Executive Officer, Callaway Digital Arts
Harry Kargman, founder and CEO, Kargo, Moderator

Workshop II: Technologies of Innovation
2:15 PM – 3:30 PM
Session C: Room 208

The Next Gen Entertainment Home Experience - From the Smart & Connected TV to the Set-Top, Consoles & PC Experience

The home entertainment experience is about one basic idea - to deliver more and varied media-rich content to the consumer - giving consumers what they want, when they want it. But the battle for this consumer sector is about to assert itself as a competition of technologies, more complicated than the older battle of the home PC vs. the TV. This is a world containing a new generation of TV sets, HD and game devices, wirelessly connected homes with connected PCs as well as a host of set-top box and DVR options. The next generation of home entertainment hardware, software and services will come into battle delivering HDTV, Internet, music, games, movies, plus innovative two-way communication and telephony services. This battle for the home will be a tremendous victory for both the consumer, the technology industries as well as for the entertainment industry. It presents the simple proposition that offering the consumer more and richer services in a competitive environment is the perfect formula for success.

Richard Bullwinkle, Chief Evangelist, Rovi
Ben Huang, Director of Media for MediaRoom, Microsoft
Jeremy Toeman, Chief Product Officer, Dijit Media
Ed Lee, Vice President, Business Development, Roku
Nick Strauss, Director of Sales, Verizon Digital Media Services
Gregg Bernard, SVP- Business Development, Vimeo
Ted Hong, VP Marketing, MediaNavi division, Technicolor

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2:30 PM – 3:45 PM - Fireside Chat:

Kurt Loder, author, "The Good, the Bad and the Godawful"
Owen Gleiberman, film critic, Entertainment Weekly

3:45 PM - 5:00 PM - The Auditorium
The End-of-Day Keynote Roundtable
State of Media, Entertainment & Advertising

George Gallate, Global Chairman, Euro RSCG 4D
Vivian Schiller, SVP & Chief Digital Officer, NBC News
Deborah Forte, President, Scholastic Media
David Lang, President, Mindshare Entertainment, North America
Cella Irvine, Chief Executive Officer, Vibrant, Moderator
Digimarc Discover™ Enables Smartphones to "See and Hear"

Digimarc Discover enables intuitive computing – a world where the power of computing is seamlessly woven into our daily activities, simplifying and enriching our lives.

With Digimarc Discover all media – movies, television, print publications, advertisements, packaging, digital signage, etc. – can have a unique digital identity that can be instantly recognized by computers, networks and digital devices like our smartphones. Once recognized the previously static media can instantly link to engaging, interactive experiences for the immediate enjoyment and benefit of consumers.

TRY IT YOURSELF. THIS AD IS INTERACTIVE.

Download the Digimarc Discover mobile app from the iTunes App Store or Android Market and follow the directions. Experience this ad come to life.

Visit www.digimarc.com/Discover to learn more.

DIGIMARC
75% of consumers want easier and safer pay options

want to monetize more consumers? need frictionless in-app purchases?

Bill to mobile phone, home, or broadband

www.paymentone.com
Media in Transition Workshop
3:45 PM - 5:00 PM
Session D: Room 209
Content for the New Platforms: Custom Programming and Branded Advertising - Tablet & Smartphone, Web and TV
Chris Young, CEO, DBG
Evan Krauss, EVP, Advertising Sales, Shazam Entertainment
Anthony Batt, President, Katalyst
Andrew Solmssen, Managing Director, Possible Worldwide
Colby Gaines, founder, Back Roads Entertainment
Shaqat Islam, co-founder & CEO, NewsCred
Thomas Tafuto, CEO, Interactive Outliers (i/o inc.), Moderator

Workshop II: Technologies of Innovation
3:45 PM – 5:00 PM
Session D: Room 208
Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV - Strategies for Connected TV 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 conversation. 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.
Andrew B. Drooker, Senior Director of Emerging Platforms, The Weather Channel
Yoav Schreiber, Marketing Manager, Service Provider Video Solutions, Cisco
Herb Mitschele, CEO & co-founder, Shodogg
Derrick Frost, SVP, Global IP Video Solutions, Alcatel-Lucent
Kelly Egan, VP Business Develop, Fanhattan
Anthony (Tony) Dunaif, Senior Vice President, Syndication and Strategic Partnerships, HealthiNation
Andy Hunter, GM, Digital Media Applications and Products, Epix
Jonathan Hurd, Director, Altman Vilandrie & Company, Moderator

"DH Content Summit" - Room 207
4:15 PM - 5:00 PM - HwdsSummit
Film Festivals in the Digital Age: Tribeca, New York, Hamptons, Toronto, IFF, Vimeo
Tribeca Film Festival, tbd
New York Film Festival, tbd
Terence Gray, Founder, New York Television Festival
Eric Kohn, film journalist, IndieWire, Moderator

6:15 PM – 8:30 PM - Dinner I The Gallery
Media Transformation – Video Everywhere - Social TV and OTT
Speakers to be announced

Dinner II: Room 209
The Finance Dinner: Media, Entertainment, Technology and Money: Funds, Mergers, Acquisitions, Takeovers and Targets
Blair Faulstich, Managing Director, PROVIDENCE EQUITY
Andrew Cleland, Venture Partner, Comcast Ventures
Paul T. Sweeney, U.S. Director of Research and Senior Media/Internet Analyst, Bloomberg Industries, Bloomberg LP
Tuna N. Amobi, Director, Standard & Poor's Equity Research Services, New York, Moderator

5:00 PM - End-of-Day Reception - Auditorium Lobby
Thursday, March 8, 2012
9:00 AM - 10:30 AM
Summit Welcome
The Keynote Roundtable The Auditorium
The Media Industry Equation – New Platforms, Content Owners and Commerce - Television, Magazines, Books and Newspapers
Jared Hoffman, Managing Partner, Generate
Dr. William F. Baker, President Emeritus, WNET, New York, PBS
Brian Kaminsky, COO, Huffington Post Media Group
Liz Schinel, EVP and Chief Digital Officer, Meredith National Media Group
Victoria Lasdon Rose, Publisher, Us Weekly and Usmagazine.com; VP, Wenner Media
John Caldwell, President, National Geographic Digital Media
Shawn Gold, CEO, Cocodot; former CMO, MySpace, Moderator

10:45 AM - Noon
Session A: The Auditorium
Advertising Strategy, Expenditure and Analysis: Broadcast and Cable & the New Platforms: Broadband, Social Networks, Outdoor, Mobile, VOD & PVR
More than ever, in this challenging economy, agencies and brand managers are faced with a dual problem. First and foremost, they must get the best bang for their buck in reaching their target audience. While the mobile, broadband and social media platforms are now a fully integrated part of the global advertising strategy, choices have to be made. At the first fork in the road they must choose between the “traditional” ad markets of TV, cable and print, versus the new technologies, from broadband to mobile. Once that decision has been made, understanding how to allocate within the choice-structure of “new media” - broadband, social media, mobile, TV etc. - must be determined. The advertising choices of 2012 will be a fascinating reflection of the state of the actual economy as well as the trending attitudes toward the new media platforms.
Seth Friedman, Head of Planning, Tribal DDB NY
Colleen Brown, CEO, Fisher Communications, Inc.
Jason Forbes, EVP, Strategy, New Products & Marketing, Time Warner Cable Media
Randall Beard, Global Head - Advertiser Solutions, The Nielsen Company
Tara Maitra, SVP, GM, Content and Media Sales, TiVo Inc.
Innovation with insight... speed with predictability

- Web Strategy, Design, and Development
- Mobile Applications
- Social Media

Learn about GuideMAPP, our Mobile Application Publishing Platform. Create cross-platform mobile apps rapidly.

GuideMAPP powers the Digital Hollywood iPhone App and is suitable for many types of content-based apps.
Kim Luegers, Director of Mobile Marketing, Pandora
Keith Johnston, Head of Digital, Butler, Shine, Stern & Partners
Terry S. Bienstock, CEO, Mobilactive Media, LLC, former EVP & General Counsel, Comcast Cable, Moderator

Session B: The Gallery

Venture Funding, Investment & Mergers - Leadership in Media, Entertainment & Technology: Broadband, Social Networks, Mobile and Games
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.

Linda B. Gridley, CEO and President, Gridley and Company
Dinesh Moorjani, Founder and CEO, Hatch Labs, IAC
Marla Backer, Managing Director, Hudson Square Research
Scott Levine, Managing Director, Time Warner Investments
Scott English, Senior Vice President, Hearst Ventures
Brian Rich, Managing Partner and co-founder, Catalyst Investors
Tim Hanlon, Founder and CEO, The Vertere Group, LLC, Moderator

"DH Content Summit" - HwdSummit - Room 208
10:15 AM - 11:00 AM
Online publishing, fan fiction, community building for Readers and Writers
Amanda Havard, Author of The Survivors Series, Creator of the Immersedition
Sparrow Hall, Transmedia Storyteller & Brand Director
Aaron Williams, CEO, Founder of SocialSamba
Brittany Geragotelis, Managing Editor of American Cheerleader and author of "Life's a Witch"
Nina Lassam, Digital Publishing Consultant, Moderator

11:15 AM - 12:00 PM - HwdSummit - Room 208
Transmedia Storytelling grows up -- From Esquire to Oprah and iBooks
Josh Koppel, Co-Founder, ScrollMotion, Moderator
Speakers: TBD

12:30 PM - 1:45 PM
Session A: The Auditorium

Media and Brand Ubiquity – Fashion, News, Sports, Comedy & Reality – TV, PC - The Tablet, The Smartphone – Understanding the Content and Commerce Equation
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.

Benjamin Wagner, Senior Vice President, MTV News
Andy Marks, General Manager, MATTER, Edelman Sports and Entertainment Marketing
Jarrod Moses, CEO, Founder and CEO, United Entertainment Group (UEG)
Michael Arrieta, CEO, Big Air Studios

Steve Lance, Partner, PS Insights; former Creative Director, NBC
Paul Gelb, Vice President, Mobile Practice Lead, Razorfish
Ken Fuchs, VP of Sports, Games and Entertainment, Yahoo!
Benjamin Chen, CEO, Mochila, Moderator

Session B: The Gallery

Social Television - The Merger of Content, Social Interaction and the Video Platforms
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.

Lisa Hsia, EVP, Digital Media, Bravo
Amber Harris, Director, Social Media, Discovery Communications
Rick Allen, CEO, SnagFilms
Kelly Wallace, Chief Correspondent & Executive Director, Digital Video, iVillage
Anne-Marie Roussel, Head of Acquisitions and Partnerships, Sharp Labs of America
Marc Scarpa, Producer/Director, X Factor Digital
Ian Wallin, SVP, Ad Sales, TV Guide Digital
Richard Glosser, President, Hilltop Digital, Moderator
Get the Right Content to the Right Customer on the Right Device

Don’t let content overload prevent your customers from discovering the items they want the most. Sidebar’s cloud-based, enterprise recommendation solution maximizes your shelf space and takes the guesswork out of content delivery. The end result is an individually tailored experience for each user across any platform or device that increases your engagement, revenue and retention.

A New Breed of Personalization Technology
The Future of Advertising Track
12:30 PM - 1:45 PM

Session B: Room 209

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, but also new questions about what to advertise. The merger of Hollywood and Madison Ave. represents a quantum 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.

Lewis Henderson, CEO, Davie Brown Entertainment
Kevin Smith, Vice President, Digital Media, Comcast Spotlight
Chet Fenster, Managing Partner, MEC
Rick Song, GM, Eastern U.S. Sales, Microsoft Advertising
Tony Hoskins, Principal, POP
Mike Wiese, Director of Branded Entertainment, JWT
Andrew Budkofsky, EVP Sales and Partnerships, Break Media
Xavier Kochhar, Managing Partner, Media Link, LLC, Moderator

2:15 PM - 3:30 PM

Session A: The Auditorium


With Apps, the Tablet and Smartphone platforms are in the process of transforming the relationship between the consumer and the always-on relationship. Apps are proving to be the most transformative mobile and computing experiences to date. Apps are not only an experiential innovation, they represent a monetization platform with endlessly new and innovative possibilities. The App is not only a future money machine and it is a user community, a petri dish for understanding the needs, likes and personality of the modern consumer.

Robert Occhialini, Director of Technology, Sports New Products, Turner Sports
Tim Connolly, VP Mobile, Disney/ESPN/ABC
Steve Lanzano, President and CEO, TVB
Jeffrey Litvack, General Manager, Global Product Development, Associated Press
Louisa Shipnuck, Director of Marketing, Verizon Digital Media Services
Michael Kestenbaum, CEO, Crowded Room, IAC
Jonathan Weitz, Partner, IBB Consulting, Moderator

The Future of Advertising Track
2:15 PM - 3:30 PM

Session C: Room 209

Advertising Accountability: Metrics and Analytics around Video, Social Media, Broadband and Mobile

With advertising and the new technologies grabbing an ever greater share of the total advertising dollar, the need for accountability is greater now than ever. Data can be interpreted in any number of ways, drawing any number of conclusions, some proving to be on target, others leading to shaky investment of time, energy and useful results. The good news is that the ability to understand the metrics and analytics being applied to the new technologies - broadband, UGM, Social Networks, P2P and mobile - are beginning to show results. In this session, we will take a look at the latest techniques and question the assumptions that underpin advertising in the new media.

Eugene Becker, VP, Analytics, Xaxis
Bob Iwins, VP of Data & Research, Comcast Spotlight
Scott McKinley, EVP Advertising Effectiveness, Nielsen
Debbie Solomon, Managing Director, Business Planning, MindShare
Mark Pascarella, CEO, uberVU
So you think you know what your consumers want?
Think again

Digitization, broadband, and mobile technologies are forcing drastic changes to existing business and revenue models. How should your organization respond? To ensure you are making the right decisions, you need to understand how consumer preferences and habits are changing as well.

Deloitte’s multi-national fourth edition of the State of the Media Democracy Survey provides a generational “reality check” on how consumers are interacting with technology, purchasing products, and responding to advertising — and what they want in the future.

Want to learn more?
Visit www.deloitte.com/us/realitycheck

www.deloitte.com
2:15 PM - 3:00 PM - HwdSummit - Room 208

Producers Guild of America Presents: The Transmedia Producer Credit

Chris Pfaff, New Media Council, PGA-E
Jeff Gomez, CEO, Starlight Runner Entertainment
Craig Singer, Producer, Director, Special Projects, Disney Online Originals
Brian Iglesias, President - CEO, Veterans Expeditionary Media, LLC
Presented by PGA-E

3:30 PM - 5:00 PM - HwdSummit - Room 208

It's not TV, it's Social - Reinventing the Small Screen

Alison Moore, SVP Digital Platforms, HBO
Additional speakers, tbd
Presented by Academy of Television, Arts & Sciences

3:45 PM - 5:00 PM

Session A: The Auditorium

Branded Media Marketing - Across Platforms - TV, Film, Broadband, Mobile, Virtual Economies, Music and Games – Reinventing the Commerce & Media Model

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.

Russ Axelrod, Senior Brand Strategist - Branded Entertainment and Experiences Team, Microsoft Advertising
Jesse Redniss, VP Digital Strategy & Development, NBC Universal / USA Network
Ross Martin, Executive Vice President, MTV Scratch
Ian Sander, Principal, Sander/Moses Productions (“Ghost Whisperer”)
Andi Poch, EVP of Sales, Alloy Digital
Tom Newman, President, Interactive One, Radio One
Tim Allen, Chief Product Officer and Chief Marketing Officer, Mindspark Interactive Network
Frank Radice, Expert in Residence, Definition 6, Moderator

Session B: The Gallery

Social Media: Marketing, Business Acceleration and Social Commerce

Simon Kelly, Chief Operating Officer, Seattle, Story Worldwide
Myles Kleeger, EVP, Eastern Region Sales, Buddy Media
Tyler Goldman, Chief Executive Officer, Buzzmedia
Ro Choy, COO, Formspring
Carrie Ferman, CEO, Remark Media
Phyllis Dealy, Partner/Director, Account Services, WWD&S
Ron Berryman, Board Chairman and CEO, KissRocket, Inc.
Jay DeDapper, Chief Operating Officer, Zazoom, Moderator

Session C: Room 209

Hypertargeting: Ad Networks, Ad Serving and Ad Targeting

As the technology is refined and the networks become more powerful, the customer experience will become richer in accessing content and information, locating and interacting in communities of ideas as well as being served more relevant commerce and advertising information. As the consumer pursues his/her areas of interest, joining and interacting in communities, content and advertising partners must respond in kind, by giving the consumer only the data that is relevant. As the smartphone, computer and TV platforms become more elegant, both physically as well as in its software and operating system capabilities, the world of hypertargeting and hyperselecting - from both the client and server sides will deliver a more satisfactory and sophisticated experience.

Jeffrey Hochberg, VP, Sales, AOL's Audience Targeting, AOL
Michael Zacharski, SVP, Product Development, CPX Interactive
Antony Chen, Sr Product Mgr, Advertising Solutions, Yahoo!, Inc.
Meagan L. Darlington, Director, Targeting & Exchange Specialist Sales, Microsoft Advertising
Eyal Goldwerger, Chief Executive Officer, TargetSpot
Carlos Lamadrid, EVP/Publisher, Penske Media Corporation (PMC), Moderator

5:00 PM - The Gallery

End of Day Keynote

Adrian Grenier, Actor, Director and President, Reckless Productions

In Conversation with:
Trevor Doerksen, CEO and Founder, Mobovivo Inc.
digital media on the scale of Verizon.

Introducing Verizon Digital Media Services. We’re putting unprecedented capital, resources, and innovation into digital media transformation, management, and distribution—the kind of big bet required to fulfill the promise of the digital media boom. And the result is a fully managed, automated end-to-end solution that spans the digital media supply chain, from streamlined content ingestion to individualized unicast distribution. It’s like nothing you’ve ever seen.

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