

2014 Media Summit • New York

March 4-5, 2014

Location: McGraw-Hill, 49th St. & 6th Ave., NYC

"The State of the Media Industry"

Media Summit on Twitter: @mediasummitny

The Complete Conference Agenda

Tuesday, March 4th, 2014

10:00 AM - 10:30 AM

Breakfast and Welcome

10:45 AM - Noon

Session A: The Gallery

Financing and Investing in the Future:

Investment & Mergers - Leadership in Media,

Entertainment & Technology: Broadband, Social

Networks, Mobile and Games

Join a group of influential players in the media, entertainment and tech finance worlds for an enlightening look at emerging growth areas in our industry. They reveal where the value and opportunities are, who's investing and whether we're headed for a bubble or sustained hypergrowth in the convergence space.

Matt Freeman, *Operating Partner*, Bain Capital

Blair Faulstich, *Managing Director*, PROVIDENCE EQUITY

Tuna N. Amobi, *Director*, Standard & Poor's Equity Research Services, New York

Eric Hippeau, *Managing Dir*, Lerer Ventures

Brian Weinstein, *Head of the Corporate Finance*, Creative Artists Agency

Thomas J. Connolly, *Partner*, Global Media and Entertainment Transaction Advisory Leader, EY, *Moderator*

Session B: Room 209

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.

Alan Schulman, *chief creative officer*, SapientNitro, New York

Angela Courtin, *President*, Dentsu Aegis Network, US

George Hammer, *VP/Group Director*, Digital Strategy, Digitas
Suzanne Grimes, *President and Chief Operating Officer*, North America, Clear Channel Outdoor

Ryan McLaughlin, *Chief Strategy Officer*, Tribal Worldwide

Esther Burke, *Thought Leadership Mgr*, Microsoft Advertising

Abby Marks, *Director of Strategy and Operations*, OgilvyEntertainment, *Moderator*

The Strategic Track: I

Technologies of Innovation

10:45 AM - Noon

Workshop I: Room 208

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.

Matt Graham, *Sr Director*, PBS Digital Studios

Doug Vance, *VP of Product Development*, ABC News

Paul DiGiacomo, *Sr. Director, Video, Content, and Advertising Business Development*, AT&T

Jay Yogeshwar, *Head of The Media And Entertainment Vertical*, Hitachi Data Systems

Rhodes Mason, *SVP, Business Development*, Internet Video Archive (IVA)

Orlando Setola, *Global FAS Leader*,

Technology, Media & Telecommunications,

Deloitte LLP, *Moderator*

12:30 PM - 1:45 PM

Session A: The Gallery

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!

Adam Relis, *Strategic Partner Mgr / Entertainment*, YouTube

Evan Bregman, *Director of Digital Media*, Electus

Michael Fasciano, *Associate Director, Social Content*, Digitas

Nick Shore, *Chief Creative Strategist*, "Astronauts Wanted: No Experience Necessary"

Nicholas Adler, *VP of Business Development*, Cashmere Agency

Mike Vorhaus, *President*, Magid Advisors, *Moderator*



Session B: Room 209**Native Advertising: Digital Advertising Industry Gets Serious About Better Advertising**

Adam Ostrow, *Chief Strategy Officer*, Mashable
Chris Cunningham, *co-founder and CEO*, appssavvy
Joe McCambley, *Co-Founder, Creative Director*, Wonderfactory
Gurval Caer, *President*, Choreograph US, WPP
Chandra Cirulnick, *Sales Specialist, Windows 8 Ads in Apps*, Microsoft Advertising
Michael Goldstein, *Sr Mktg Mgr, Industry Strategy*, Adobe
Rich Antoniello, *CEO*, Complex Media
Shawn Gold, *Chief Marketing officer*, Mahalo, *Moderator*

The Strategic Track: I**12:30 PM - 1:45 PM****Workshop I: Room 208****Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV**

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.

Yoav Schreiber, *Marketing Manager, Service Provider Video Product Marketing*, Cisco
Shannon Osborne, *VP of Marketing*, TMS
Michael Bishara, *SVP and GM, TV Everywhere*, Synacor
Scott Campbell, *IVE Principal, Media, Industry Value Engineering*, SAP America Inc
Campbell Foster, *Director of Product Marketing for Video Solutions*, Adobe
William Frantz, *Business Development Manager*, Qualcomm
Adam Greenbaum, *Senior Product Manager*, Akamai
Rick Doherty, *co-founder and Director*, The Envisioneering Group, *Moderator*

The Strategic Track: II
Financing Strategies**12:30 PM - 1:45 PM****Workshop II: Room 207****New York - The Silicon Alley Investment, Growth & Media Accelerator - Strategies in Investment, Finance and Partnerships**

Andrew Montgomery, *Partner*, MESA+
Art Chang, *Founder and CEO*, Tipping Point Partners, LLC
Dan Galpern, *Partner*, TZP Group
Brian Rich, *Managing Partner*, Catalyst Investors
David Teten, *Partner*, ff Venture Capital
Jeff Liu, *Principal and Sr Managing Director, Group Head U.S. Technology M&A and Capital & Debt Advisory*, EY
Nicholas Carlson, *Deputy Editor*, Business Insider, *Moderator*

2:15 PM - 3:30 PM**Session A: The Gallery****Leveraging Content and Celebrity For Cross-Platform Success: Brands and Star Power 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.

Dawnie Walton, *Deputy Managing Editor*, ESSENCE
Carol Goll, *Partner*, ICM Partners
Kevin Chernett, *EVP, Strategic Alliances*, Live Nation Network

Jonathan Carson, *Chief Revenue Officer*, VEVO
Linda Ong, *President & Brand Strategist*, TruthCo
Steven Masur, *Senior Partner*, Cowan DeBaets Abrahams & Sheppard LLP, *Moderator*

Session B: Room 209**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.

Kelly Day, *Chief Digital Officer*, AwesomenessTV
Daniel Tibbets, *SVP, Digital Media*, Bunim/Murray Prodn
Adam Pincus, *EVP, Programming & Production*, GroupM Entertainment NA

Dave Baldwin, *EVP, Program Planning*, Starz
Scott L Brown, *SVP, Global Communications, Media Practice Consumer Insights & Strategic Relations*, The Nielsen Company
Tim Hanlon, *Founder and CEO*, The Vertere Group, LLC, *Moderator*

The Strategic Track: I**2:15 PM - 3:30 PM****Workshop I: Room 208****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.

Vishnu Rao, *Dir, Product Tech Develop*, Sharp Electronics
Jim Monroe, *co-founder and SVP of Programming*, Net2TV
Ben Huang, *Head, Global Mktg, Mediaroom Div, Business Unit Support Solutions*, Ericsson



Anand Subramanian, *founder and CEO*, NimbleTV
Xavier Kochhar, *President / CEO*, Structured Data Intelligence
Martin Focazio, *Managing Director, Strategic Services*, EPAM Empathy Lab
Sam Vasisht, *Chief Marketing Officer*, Veveo
David Leibowitz, *Managing Partner*, CH Potomac, *Moderator*

The Strategic Track: II

Financing Strategies
2:15 PM - 3:30 PM

Workshop II: Room 207

Valuing and Financing Media & Technology: From Corporate Strategic Investment, VC & Equity to Crowdfunding

Mike LaSalle, *Partner*, Shamrock Capital Advisors
René Bourdages, *CEO*, ELEVADO MEDIA
Allison Goldberg, *Managing Dir & VP*, Time Warner Investments
Sun Jen Yung, *Managing Director*, Headwaters MB
Olivier Manuel, *Principal*, Accretive LLC
Peg Jackson, *Managing Director*, Mooreland Partners
Jonathan Marino, *Senior Editor, Private Equity*, The Deal, a division of TheStreet.com, *Moderator*

3:50 PM - 5:00 PM

Session A: The Gallery
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.

Jason Jercinovic, *President*, Havas Worldwide Digital
Mike Wiese, *Director of Branded Entertainment*, JWT
Rich Sutton, *Chief Revenue Officer, North America*, MailOnline
Jennifer Cooper, *Director, Industry Strategy, Media, Entertainment, Social & Gaming*, Adobe Systems
Matt Doherty, *Associate Director, Global Digital Creative and Strategy*, Ogilvy & Mather Worldwide
Greg Rivera, *Sr Dir, Adutg Solutions*, Microsoft Advertising
Tom Flanagan, *EVP, Entertainment*, Leo Burnett, *Moderator*

Session B: Room 209

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

Pam Schechter, *VP Business Affairs Digital and Cable Entertainment*, NBCUniversal

Michael Thornton, *Chief Revenue Officer*, Starz
Ben Grad, *Content Strategy & Acquisition - FiOS TV*, Verizon Communications
Keith Clinkscales, *CEO*, Revolt TV
Emil Rensing, *Chief Digital Officer*, EPIX
Shahid Khan, *Chairman & Chief Strategist*, MediaMorph, Inc., *Moderator*

The Strategic Track: I
3:50 PM - 5:00 PM

Workshop D: Room 208

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.

Reza Shafiee, *Chief Architect*, Verizon Digital Media Services (VDMS)
Peter H. Guglielmino, *CTO, Global Media & Entertainment Industry*, IBM
Ron Quartararo, *Director, Business Develop, Media & Entertainment*, Hitachi Data Systems
Jim Denenny, *VP of Architecture*, Concurrent
Andy Nobbs, *CMO*, Civolution
Chris Wagner, *EVP and Co-Founder*, NeuLion
Jonathan Hurd, *Director*, Altman Vilandrie & Company, *Moderator*



The Strategic Track: II
Financing Strategies

3:50 PM - 5:00 PM

Session D: Room 207

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

Brad Wyman, *Chief Creative Officer*, FundAnything
Brian Bedol, *co-founder & CEO*, Bedrocket
Urs Cete, *Managing Director*, BDMI - Bertelsmann Digital Media Investments, Inc.
Elgin Thompson, *Managing Dir*, Marcum Cronus Partners LLC
Chase Garbarino, *Co-founder and CEO*, Streetwise Media
Muizz Kheraj, *SVP*, Technology, Media and Telecom, FocalPoint
Jeffrey Binder, *Gen'l Partner*, Genovation Capital, *Moderator*

Wednesday, March 5th, 2014

Special Event: *Open to all Summit Attendees*

7:30 AM - 9:00 AM

Standard & Poor's Media, Entertainment, and Cable Industry Breakfast Briefing and Webcast



Speakers to be announced

9:30 AM - 10:30 AM

**Keynote Roundtable: The Gallery
The Media Industry Equation - Brands,
Advertising and the New Platforms**

Joan Gillman, COO, Media Services and EVP of Media Services, Time Warner Cable Inc.

Keith Lorizio, Vice President of US Sales, Microsoft

Howard K. Bass, Partner, Global Media & Entertainment Advisory Leader, EY, Moderator

Additional speakers to be announced

10:45 AM - Noon

Session A: The Gallery

Media Strategies - The Multi-Platform Brand - Video/TV, Magazines. News & Books - The Merger of Traditional Media and New Media

Jamie Elden, SVP and Head of Entertainment, Lin Digital

Lincoln Millstein, SVP, Hearst Corporation

Yaoshiang Ho, Head, Business Development, Huffington Post

Stephen Murray, SVP Mktg & Brand Strategy, Here Media

J.R. McCabe, SVP Video, Time Warner

Todd Tarpley, GM, Parents Network Digital, Meredith, Moderator

Session B: Room 209

Second Screen-Social Television- 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.

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

Brian Hughes, SVP, Audience Analysis Practice Lead, MAGNA GLOBAL

Amaury Blondet, Digital Mgr, Discovery Communications

Jeff Ratner, SVP, Digital Strategy, Zenith Media

Rahul Aggarwal, CEO & Co-Founder, Arktan

Alan Wolk, Global Lead Analyst, Piksel

Marc Scarpa, Producer / Director x factor digital, Grammy live, incubus hq

Matt Farber, President, Wilderness Media & Entertainment, Moderator

The Strategic Track I

Media & Advertising in Transition

10:45 AM - Noon

Workshop I: Room 208

Original Video Programming -TV-Tablets-Smartphones-PCs - The Video Explosion

It's happening and it's premiering on the Net. Original web programming is coming from Netflix, Amazon, DirecTV, Discovery, of course from YouTube, Turner and MTV! Is it starting to sound familiar? The web is delivering mainstream entertainment and

all the mainstream media companies are chiming in. We might call the new movement in web video as "Digital Hollywood!"

Nathan Brown, GM, Complex TV and Video

Alyssa Vitrano, Director of Content Marketing, Mindshare

Ashley Parrish, Editor in Chief, DailyCandy.com

Cameron Friedlander, VP, Global Innovations, Blast Radius, WPP Group

Wes Williams, Dir, Product Management, Scripps Networks Interactive

Gary Reisman, CEO & co-founder, LEAP Media Investments

Steve Bradbury, Chief Operating Officer, Zazoom, Moderator

The Strategic Track II

Money & the Internet: Virtual Currency, Payment Systems and Online Gambling

10:45 AM - Noon

Workshop II: Room 207

The Bitcoin Economy: Bitcoin Infrastructure, Bitcoin Companies, Funding a FinTech - Bitcoin Startup

Brock Pierce, CEO, Affinity Media

Michael Terpin, Co-Founder, BitAngels

Olof Schybergson, CEO & Co-Founder, Fjord, an Accenture Company

Tiffany Wan, GovLab Fellow and Strategy & Operations Sr Consultant, Deloitte's Federal government practice

Benjamin Chen, CEO, myIDkey, Moderator

The Strategic Track III

The Digital Hollywood Creative Summit

10:45 AM - Noon

Workshop III: Room 205

From Algorithm to Quality Programming: Cracked, Hulu and YouTube transforming from Video Search Engine to TV-Model Development Slate

Amber J Lawson, Founder, Comedy Gives

Back, Moderator

Lou Wallach, Producer, NBC Universal

Cody Cheshier, Vice President, Cracked

Grant Jones, Supervising Producer, Creative, Conde Nast

Colin Moore, VP Digital, Daily Motion

The Strategic Track III

The Digital Hollywood Creative Summit

Noon - 12:45 PM

Workshop III: Room 205

The New York Convergence Resurgence: Talent, Festivals, Brands, Creativity

Simon Pulman, Entertainment and Digital Media Lawyer, Cowan, DeBaets, Abrahams & Sheppard LLP, Moderator

Matt Bolish, Co-Programmer, Convergence, Film Society of Lincoln Center

TBD, Tribeca Film Institute



12:30 PM - 1:45 PM**Session A: The Gallery****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.

Andy Marks, *Managing Dir*, MATTER, Inc.

Rob Donnell, *founder and president*, Brand Arc

Ryan Ford, *Vice President*, Cashmere Agency

Billy Parks, *EVP Digital Production and Programming*, The Chernin Group

Harry Kargman, *Founder & CEO*, Kargo

Peter Bray, *EVP, Director of Digital Strategy*, Saatchi NY

Frank Kavilanz, *GM of Partnerships and Revenue*, Bedrocket

Neil McGinness, *CEO*, Weekly World News, *Moderator*

Session B: Room 209**Merging Content with New Technologies: Content Reinvention with the Next Generation of Tablets and Mobile Devices**

The content industry can reach countless consumers across multiple platforms in new and scalable formats using innovative monetization strategies and programs. The new generation of tablets, smartphones and eReaders is fostering an ever-expanding universe of content creation, consumption and, ultimately, a revolutionary business model for content creators.

Ben Huh, *Founder and CEO*, Cheezburger

Matt Britton, *CEO*, MRY

Lee Huang, *Dir, Global Product Management and Production, Digital Newsstand and Emerging Content*, Barnes & Noble

Alex Limberis, *VP, Business Development*, Next Issue Media (Joint Venture - Condé Nast, Hearst, Meredith, News Corp., and Time Inc.)

Scott Kessler, *Head of Technology Sector Team, Internet Analyst*, S&P Capital IQ Equity Research

Miles Ludwig, *VP, Digital Media*, Sesame Workshop

Ted Mico, *Chief Operating Officer*, Mlriad

Ted Cohen, *Managing Partner*, TAG Strategic LLC, *Moderator*

**The Strategic Track****Media & Advertising in Transition****12:30 PM - 1:45 PM****Workshop I: Room 208****Content for the New Platforms: Custom Programming and Branded Advertising - Tablet & SmartPhone, Web and TV**

Groundbreaking content is being produced across platforms - TV-SmartPhone-Tablet-PC - and the new media producers are revolutionizing their relationships with the biggest brands in the world. Advertisers, agencies and producers are inventing an all-new universe of programming for social media, communication services and video for the web. We are still only at the starting gate in the new communications revolution and every month presents new challenges and amazing breakthroughs.

Mauricio Aguayo, *Director*, Digital Strategy, Click 3X

Catherine Davis, *President*, Vizeum Americas

James Smith, *SVP, Digital Media Sales*, Sony Pictures & Crackle

John Corpus, *co-founder and CEO*, Milyoni

Roland Hamilton, *North America SVP*, Dailymotion

Guillermo Chialvo, *Technology Manager*, Radio Mitre S.A., Argentina

Jake Katz, *VP, Audience Insights & Strategy*, Revolt TV

Sun Jen Yung, *Managing Director*, Headwaters MB, *Moderator*

The Strategic Track II**12:30 PM - 1:45 PM****Workshop II: Room 207****The U.S. Online Gambling Market: The Latest in Internet Entertainment**

Matthew Katz, *founder and CEO*, CAMS

Bhavesh Patel, *VP Marketing U.S.*, TVG/Betfair

Darrell Rodriguez, *Chief Creative Officer*, IGT

Jeffrey Haas, *Group Director*, Poker, Bwin

Neil Fink, *Managing Director*, Neil Fink Associates, *Moderator*

The Strategic Track III**The Digital Hollywood Creative Summit****1:15 PM - 2:00 PM, Workshop III: Room 205****The Art of the Deal in the Era of Digital IP**

David Tenzer, *Entertainment Attorney*, formerly Generate, CAA, *Moderator*

Seth Jarrett, *Owner / Executive Producer*, Jarrett Creative

Susan Brooks, *Executive Vice President and Partner*, FishBowl Worldwide Media, Inc

The Strategic Track II**2:00 PM - 3:15 PM. Workshop I: Room 207****The Road to a Mainstream Bitcoin Economy: The Future of Virtual Currencies**

Max Hoblitzell, *GovLab Fellow and Strategy & Operations Consultant*, Deloitte's Federal Practice

Paul Dravis, *founder and President*, Dravis Group LLC

James M. Burger, *Partner*, Thompson Coburn LLP, *Moderator*
Additional Speakers to be Announced

2:15 PM - 3:30 PM

Session A: The Gallery

iPad-Tablet-SmartPhone Advertising & Commerce Innovation-the Premium Platform

In prior generations, mobile advertising has been something less than booming industry. The mobile phone - because of size and network limitations - had hardly lived up to its promise. However, 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.

Jared Zlotnick, *Global Product and Sales Strategy, Mobile Ad Platforms, Google*

Kevin Wassong, *CEO, LIN Mobile, LIN Media*

Frank Sinton, *CEO, Beachfront Media*

Marshal McNiven, *Strategy Lead, Hugu*

Joe Gillespie, *President and CEO, Zoove*

Alma Derricks, *Director, Media & Entertainment Strategy, Technology, Media & Telecommunications, Deloitte Consulting LLP, Moderator*

Session B: Room 209

Monetizing Entertainment, Sports, Media & News 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.

Perry Solomon, *VP, Digital Business Development, Time Inc.*

Andrew Schneider, *CEO, Live Gamer*

Thomas Pinter, *Business Development Digital Entertainment, paysafecard*

Harvey Schwartz, *SVP of Talent, WhoSay*

William H. Masterson III, *co-founder, Believe Entertainment Group*

Jason Jedlinski, *SVP, Marketplace Development, NDN*

Steve Alperin, *Chief Business Officer, Vocativ*

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

The Strategic Track

Media & Advertising in Transition

2:15 PM - 3:30 PM

Workshop II: Room 208

Social Advertising - Driving Brand Awareness and Boosting Campaign ROI

Paid social campaigns are gaining momentum among brands with advertising revenues expected to top \$9.2 billion in 2016. Growing user bases and high engagement levels across the

likes of Facebook, LinkedIn and Twitter are well-positioned to connect brands with consumers and deliver measurable results. However, many marketers are still working to establish a strong footprint with social campaigns and tap into the social data that can drive strong advertising ROI. Learn best practices and optimization strategies for maximizing social advertising investments and understand how social fits into the overall paid media mix with search and display, as well as earned and owned social marketing. See how social can serve as the catalyst for new opportunities to reach customers, create engagement, broaden brand awareness, and ultimately generate business results.

Paul Langtry, *Sr Manager for Advertising Solutions, Adobe*

Jodi Phillips, *Director of Social Media, JWT*

Matt Blasco, *Managing Director of Analytics and Insights, Havas Worldwide*

Andrea Harrison, *Head of Platform Strategy, RebelMouse*

Neil Shapiro, *VP of Sales, UberMeida*

Randy Browning, *Founder/CEO, Blab*

Tania Yuki, *Founder and CEO, Shareablee, Moderator*

The Strategic Track III

The Digital Hollywood Creative Summit

2:30 PM - 3:15 PM,

Workshop III: Room 205

Apps and Social TV as Distribution Devices in the era of Roku and SnagFilms

Gary Delfiner, *Chief Digital Officer, Float Left Interactive; Founder, Popcornflix, Moderator*

Scott Rosenberg, *VP Business Development, Roku*

Michael Kohn, *VP Platforms, SnagFilms*

Adam Klaff, *Vice President, VHX*

3:45 PM - 5:00 PM

Session A: The Gallery

Video Advertising: How New Consumer Habits Are Driving the

Advertising Community to Innovate, and the Challenges with Scale

Traditional television is moving to the Internet. Though today's consumer can effectively avoid watching advertising on TV through new time- and place-shifting technologies, the "opt-out" function and other choices make it easier than ever for consumers to skip ads online too. Yet when asked, 75% of consumers prefer advertising over paid subscription models. To keep up with these new consumer video viewing habits and trends towards watching video content online, content owners, advertisers, and technologists must turn into entertainers, or lose precious eyeballs and dollars. To keep audiences captive, advertising must become the new form of entertainment. As content owners, advertisers and technologists begin to better understand video advertising opportunities, one important challenge has come to light: SCALE. On top of creating compelling advertising content, the problem for video advertising isn't targeting or ad formats. The problem is the inability to scale in-video media buys so that demand (buyers) can leverage the growing supply (sellers).

Lisa Marino, *CEO, RockYou*

Debbie Solomon, *Sr Partner, Research Dir MindShare USA*



Andrea Redniss, *Chief Activation Officer*, Media Storm
Yahav Isak, *SVP, Project Management*, Digitas Health
Jahn Wolland, *Sr. Dir, US Sales, Video & Skype Advtg*, Microsoft
Jeff Siegel, *Senior Vice President, Worldwide Advertising*, Rovi
Jonathan Weitz, *Partner*, IBB Consulting, *Moderator*

Session B: 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.

Sara Livingston, *Director of Marketer Solutions*, WeatherFX, The Weather Company
Adam Berke, *CEO*, AdRoll
Jeffrey Hochberg, *VP, Sales*, AOL's Audience Targeting, AOL
Bill Lederer, *Founder/Chairman/CEO*, MediaCrossing
Bob Bress, *Sr Dir, Product Mgmt and Analytics*, Visible World
James Colborn, *Director, Targeting & Exchange Team*, Microsoft Advertising
Sean Coar, *Group Vice President, Strategy & Business Decisions*, Time Warner Cable Media
Jonathan Slavin, *CRO*, CPXi, *Moderator*



The Strategic Track III
The Digital Hollywood Creative Summit

3:45 PM - 4:30 PM,

Workshop III: Room 205

Nurturing the Creative Spark: The Producer's Toolkit for Funding, Distributing and Audience Building

Amanda Trokan, *Distribution Expert*, Seed & Spark, *Moderator*
Additional speakers to be announced

The Strategic Track

Media & Advertising in Transition

3:45 PM - 5:00 PM

Session D: Room 208

Branded Advertising Strategies - Content and Platform

Tony Mennuto, *Founder and CCO*, Mister Face
Pete Spande, *Chief Revenue Officer*, Business Insider
Samantha Skey, *Chief Revenue Officer*, SheKnows
Gene Silverman, *VP - Marketing Services/Account Management*, Hawthorne Direct
Tobias Peggs, *CEO*, Aviary
Pete Jimison, *CEO*, F#
Teal Newland, *VP, Global Revenue, Partnerships, and Marketing*, StumbleUpon
Elizabeth Kiehner, *Founding Partner*, Thornberg & Forester, *Moderator*

