

# 2016 Media Summit • New York

**March 2nd - 3rd, 2016**

**Location:**

**Bohemian Hall, The Czech Center & Consulate**

**Media Summit on Twitter: #digitalhollywood**

**Food Service:** 4th Floor, in the Rear of the Ballroom

**Conference Rooms:**

**I. The Grand Ballroom** - The 4th Floor

**II. Prague Room** - 3rd Floor

**III. The Library** - 3rd Floor

**The Complete Conference Agenda**

**Wednesday, March 2nd, 2016**

**9:30 AM - 10:00 AM**- Grand Ballroom (4th Floor)

**Breakfast and Welcome**

**"Breaking the Boundaries of the Imagination"**

**10:00 - 10:45 AM - Noon**

**Session A:** Grand Ballroom (4th Floor)

**Opening Keynote Roundtable**

**New York Times VR Project – with Google Cardboard**

**Aaron Luber**, *Head of Partnerships*, Google Cardboard

**Jake Silverstein**, *Editor in Chief*, The New York Times Magazine

**Meredith Kopit Levien**, *Chief Revenue Officer*, The New York Times, *Moderator*

**11:00 AM - Noon**

**Session A:** Grand Ballroom (4th Floor)

**Financing the Imagination: Funding and Business Development in AR, VR and Immersion – From VCs & Private Equity to Corporate Investments**

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 what the VR-AR-Immersive investing space is all about.

**Urs Cete**, *Managing Director and Chief Financial Officer*, Bertelsmann Digital Media Investments, L.P.

**Scott Levine**, *Managing Director*, Time Warner Investments

**Joseph Coyne**, *Venture Capital Investor, Global Innovation Center*, Samsung Electronics

**Chris Fralic**, *Partner*, First Round

**Mike LaSalle**, *Partner*, Shamrock Capital Advisors

**Vinay Singh**, *Partner*, Archer Gray

**Mike Vorhaus**, *President, Magid Advisors*, Frank N. Magid Associates, *Moderator*

**Session B:** Prague Room A, 3rd Floor

**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.

**David Baldwin**, *EVP, Program Planning*, Starz

**Michael Pachter**, *Managing Director, Equity Research*, Wedbush Securities

**Paul Canetti**, *Founder and CEO*, MAZ

**Jamie Elden**, *Chief Revenue Officer*, Federated Media

**Tony Goncalves**, *SVP, Strategy and Business Development*, AT&T

**Don Wilcox**, *Vice President*, PBS Digital

**David Cutbill**, *US Advisory Media & Entertainment Leader*, Deloitte & Touche LLP, *Moderator*

**12:30 PM - 1:45 PM**

**Session A:** Grand Ballroom (4th Floor)

**The VR-AR ThinkTank: Top Executives From Leading Technology, Advertising and Media Companies Access the Current Expansion and Likely Evolution of the Industry**

From cover of Time Magazine to breakout star of CES and Sundance, VR/AR have arrived and are transforming everything from entertainment and advertising to gaming and education. VR/AR are technologies that come along once a generation and capture the imagination of the world. The speakers on this panel represent some of the most experienced and forward thinking organizations on VR/AR in the country.

We are honored to welcome them to Media Summit.

**Jeff Nicholas**, *Co-Founder and President*, The Uprising Creative

**Jessica Yu**, *Global Head of Visuals*, Wall Street Journal

**James Knight**, *Virtual Production Director*, AMD

**Christine Cattano**, *Executive Producer*, VR Studio, Framstore

**Andrew Klein**, *Associate Director, Social Experience & Custom Product*, MediaVest

**Steve Santamaria**, *COO*, Envelop VR

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

**Session B:** Prague Room A, 3rd Floor

**The Internet-Hollywood-Network Connection - Ubiquitous Broadband - Ubiquitous Content**

**Michael Rapaport**, *Actor, Writer, Director & Producer*

**Marc Fernandez**, *Head of Video, Executive Producer*, Complex Media

**Cornell Brown**, *TV Bureau Chief, Complex NEWS*, Complex Media

**Rich Antonello**, *CEO*, Complex Media

**Ethan Grey**, *Chief Strategy Officer*, Slate Studio, *Moderator*



The VR-AR-360 Content & Advertising Primer

**12:30 PM - 1:45 PM**

**The Strategic Workshop:** The Library, 3rd Floor

**A Workshop to Explore the Basics of VR-AR-360 Content & Advertising. Understanding the Players and the Landscape. A look at the last 12 months and the coming year**

In this session, we will take a step by step approach to understanding the state of VR-AR-360 Video in the Media and Advertising industries. Much is happening in every aspect of this industry, from introduction of new kinds of equipment - from headsets to computer software and game consoles - to content introductions at CES and Sundance. In this session, we will try to explain, in layman's language, what exactly is going on in the world of Virtual and Augmented Reality.

**Michael Goodman**, *Director*, Digital Media Strategies

**Jim McArthur**, *Chief Innovation Officer*, CMD+CNTRL

**Lynn Rogoff**, *founder*, AMERIKIDS USA

**Ted Cohen**, *Managing Partner*, TAG Strategic llc

**Dennis Adamo**, *Commercial Director & COO*, daydream.VR

**Louisa Spring**, *CEO*, Bipolar ID, *Moderator* (VR for Mini USA and Nissan)

**2:15 PM - 3:30 PM**

**Session A:** Grand Ballroom (4th Floor)

**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.

**C.C. Hirsch**, *Television and Digital Packaging agent*, CAA

**Michael L. Klein**, *Executive Vice President, Programming and Content Strategy*, Condé Nast Entertainment

**Mike Wiese**, *Head of Branded Content & Entertainment*, J. Walter Thompson

**Lisa Birnbach**, *Award-Winning Journalist and Bestselling Author*

**Holden Berlin**, *SVP Program Marketing & Development*, DEFY Media

**Josh Richman**, *CMO, North America*, DailyMail.com

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

**Session B:** Prague Room A, 3rd Floor

**The Psychology of Design and Audience Engagement: AR, VR and Real Time Media**

VR, AR and real-time data are heralding the future of communications and entertainment. Technology continually challenges 'reality as we know it' by expanding our ability to capture and interact with events and stories in 360 degrees. Big brands are always early adopters. But at what cost? The consumer relationship to media is changing, but how do technologies like VR

and AR contribute to audience experience? As we shift the reality lever, we need to know what is happening at a fundamental level. By applying research to practice, we can identify answers to core design and development questions: How does the brain manufacture and synthesize reality? Do VR and AR add something or take something away? Where is meaning created and experienced? At what point does complexity diminish emotional engagement? Psychology and brain science can tell us a lot about the process behind a truly powerful consumer experience in any reality. Get the guidelines to strike the right balance between device and experience.

**Matthew Price**, *Media Psychologist / Technologist / Researcher*, Nielsen Consumer Neuroscience

**Caryn Wiley-Rapoport**, *SVP Managing Director*, WHY Group, Canvas Worldwide

**Pamela Rutledge**, *Director*, Media Psychology Research Center, Fielding Graduate University

**Jerri Lynn Hogg, PhD**, *Director*, Media Psychology Program, School of Psychology, Fielding Graduate University

**Gregory Willis**, *North American Partner & Leader Cognitive Solutions Team*, Media & Entertainment Industry, IBM

**Garry Hare, PhD**, *Director of the Media Psychology Graduate Program*, Fielding Graduate University, *Moderator*

**3:50 PM - 5:00 PM**

**Session A:** Grand Ballroom (4th Floor)

**Virtual Reality Transforms Media – TV, News, Sports & Music**

We are pleased to welcome the media industry's leadership in implementation and experimentation in Virtual Reality. The TV, newspaper and sports industries have been the first and most aggressive in addressing the opportunity of VR and we are honored to have with us in this session, the executives who actually put the new technologies to the test.

**Niko Chauls**, *Director Applied Technology*, Gannett Digital, USA Today

**Dan Silver**, *Executive Producer of Digital*, ABC News

**Ken Todd**, *VP, Video Strategy & Emerging Platform Marketing*, Showtime Networks

**David Chavern**, *president and CEO*, Newspaper Association of America

**DJ Roller**, *co-founder*, NextVR

**Steve Schklair**, *founding principal and CEO*, 3ality & 3mersiv

**Micah Brown**, *Chief Executive Officer*, Filmfundr, *Moderator*



**Session B:** Prague Room A, 3rd Floor

## 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.

**Brandon Rochon**, *SVP/Global Creative Director*, Kastner & Partners

**Ben Tatta**, *President, Media Sales*, Cablevision Systems Corporation

**Gayle Troberman**, *Executive Vice President and CMO*, iHeartMedia

**Ken Hertz**, *Senior Partner*, Hertz Lichtenstein & Young LLP

**Harvey Schwartz**, *founding Partner, SVP of Talent*, WhoSay

**Dan Ratner**, *Executive Chairman and co-founder*, Public Good

**Tom Flanagan**, *Partner*, Nut + Bolt, *Moderator*

### 3:50 PM - 5:00 PM

**The Strategic Workshop:** The Library, 3rd Floor

The VR-AR-360 Content & Advertising Primer

## The Language & Aesthetics of VR: The Challenge of Creating TV- Movies, Advertising & Other Experiential Programming

Content from other media - such as film, video & animation - can not be simply recast in a VR environment. It's exciting and frightening at the same time. Creating in a VR environment requires an almost new set of tools and sensibilities. For the creative artist it is not only a challenge, there is a sense of entering an all new working environment. And while it presents challenges, it also presents an opportunity to invent an entirely new set of rules, new tools and new sensibilities. In this workshop we welcome some of the industry's creative pioneers.

**Eduardo Yeh**, *Co-Founder, CEO*, Selvz

**Craig Gilbert**, *Co-Founder and CEO*, Total Cinema 360

**Rodrigo Cerqueira**, *CEO*, panoGrama

**David Mullett**, *founder*, Virtualize

**Chad Otis**, *Executive Creative Director*, Smashing Ideas

**Tracey McCormack**, *Founder & President*, McCormack Media Services, *Moderator*

### 5:00 PM - 6:00 PM

Grand Ballroom (4th Floor), Open to All Attendees

## Media Summit Networking Reception

**6:15 PM - 8:30 PM** - Prague Room A, 3rd Floor

## Evening Dinner Event - Separate Tickets Required VR and the Advertising Opportunity: From Monetization and Marketing to Branding Strategies

The advertising industry is heavily invested in VR with brands clamoring to develop immersive experiences that wow consumers. But, beyond entertainment, education and gaming, what are the advertising monetization opportunities? Can VR be used successfully by advertisers to market and sell physical or digital products and services? What role does advertising media, such as search, display banners or pre-roll video have in the VR world? What is the ecommerce potential? What will be the role of personalization, customization and geo-location? How will data be tracked and mined to improve user experiences or brand products? And even more importantly, what user base is needed to achieve sufficient scale for marketers?

**Rori DuBoff**, *Global Head of Strategy, EVP*, Havas Media Group

**Michael Schmier**, *VP of Content & Services*, Samsung Media Solutions Center America

**Sherri Davis**, *Senior Director, Brand Experiences*, Comcast

**Jay Zasa**, *SVP, Executive Creative Director*, R/GA

**Paul Caiozzo**, *Partner/Founder, Office*, Baby

**Warren Zenna**, *EVP, Managing Director*, Mobext



## Thursday, March 3rd, 2016

Thursday's Theme:

**"The Future of the Media & Advertising Industry"**

**9:30 AM - 10:30 AM** - Grand Ballroom (4th Floor)

**Keynote Roundtable**

## Virtual and Augmented Reality: A Five Year Projection: An Investment in Time and Space

**DJ Roller**, *co-founder*, NextVR

**Alex Krawitz**, *SVP Content Development*, Firstborn

**Adaora Udoji**, *Chief Storyteller*, Rothenberg Ventures

**Steven Haft**, *SVP Innovation*, Time Inc.

**Diane Brady**, *Journalist, Author & founder*, dBomnimedia, *Moderator*

### 10:45 AM - Noon

**Session A:** Grand Ballroom (4th Floor)

## The TV-Advertising-Brands-Entertainment Industries Do VR and 360 Video – Content and Advertising Strategies

Virtual Reality presents an entirely new way for all media - from TV to Advertising to re-imagine the future. The world of VR-AR - within 8 years - is expected to be as large as the PC and laptop industries combined. VR-AR will not be only the fully immersive world that is represented by the Game-player with the head-gear. VR-AR will be an everyday part of smartphone communication. It will another major media form and the process of investment, education and experimentation has begun. Meet the experts in the field.

**Tony Mugavero**, *CEO*, Littlstar (*VR for Showtime*, Esquire, Discovery)

**Emma Chiu**, *Creative Innovation Director*, J. Walter Thompson Worldwide  
**Stephanie Riggs**, *CEO and Founder*, Azimyth Creation Studios (*VR for White House - President in Kenya*)  
**Justin Bolognino**, *Founder + CEO*, META: The Art of Being There  
**Chuck Peil**, *Head of Business Development and Strategic Partnerships* (VR for Lionsgate, JC Penny, AT&T, Samsung)  
**Peter Corbett**, *Founder & President*, Click 3X  
**Kurt Knutsson**, *TV's, CyberGuy, On-Air Broadcaster on Fox, Author, Investor, Moderator*

**Session B:** Prague Room A (3rd Floor)

### Original Internet TV - The Cross Platform Explosion

It's happening and it's premiering on the Net. Original Web programming is coming from Netflix, Amazon, DirecTV, Discovery, Turner, MTV! and YouTube. The Web and mainstream media and entertainment are merging. We might call the new movement "Digital Hollywood!"

**Brendan Murnane**, *Head of Video Business Operations & Strategy, Content & Consumer Brands*, AOL  
**JC Cangilla**, *SVP, Business Development*, New Form Digital  
**Rick Bashkoff**, *VP of Business Development*, Zefr  
**Thomas Kramer**, *Vice President, Product*, Bent Pixels  
**Emily Gray**, *V.P., Revenue Products and Business Development*, Refinery29, Inc.  
**Damon Williams**, *SVP*, Music Choice  
**Matt Farber**, *Digital Media Executive/Entrepreneur, Moderator*

### 12:30 PM - 1:45 PM

**Session A:** Grand Ballroom (4th Floor)

### Advertising and Brands in VR-AR-360 Video – from Mobile & Immersive to Out-of-Home, Retail & Experiential

**George Hammer**, *SVP/Content Director*, Digitas Studios  
**Lana LaRusso**, *Associate Publisher & VP Sales*, Entertainment Weekly  
**Layne Braunstein**, *Exec Creative Dir & Founder*, Fake Love  
**Richard Cummings**, *President*, Two Goats (Immersive for Absolut, Diageo, SAP, Foot Locker, Playstation, MTV)  
**Mike Rubenstein**, *VP, Broadcast Production, Integrated Operations*, Hill Holliday  
**Barry Frey**, *President and CEO*, Digital Place-based Advertising Association [DPAA]

**Session B:** Prague Room A, 3rd Floor

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

Content is now imagined and created for an always-on always-connected media universe. In this cross-platform world, the entertainment and media brand must resonate equally on mobile platforms as well as on Cable or Internet TV. It is a massive challenge and a creativity opportunity.

**Michael Thornton**, *Chief Revenue Officer*, Starz Media  
**Nancy Lane**, *Senior Executive Producer*, CBS News Digital  
**Monty Sarhan**, *EVP & Head of Programming, Strategy & Enterprises*, EPIX  
**Ashley Parrish**, *Executive Producer, Digital*, TODAY, NBC Universal  
**Fabian Birgfeld**, *founder and partner*, W12 Studios (*formerly a lead exec at BBC*)  
**Thomas Hjelm**, *Executive Vice President and Chief Digital Officer*, New York Public Radio (NYPR)  
**Terry S. Bienstock**, *CEO*, Mobilactive Media, LLC., *Moderator*

### 2:15 PM - 3:30 PM

**Session A:** Grand Ballroom (4th Floor)

### The VR Cutting Edge from Canada: A Look at VR, AR, and Immersive Entertainment from our Northern Neighbors

As the market for new VR and immersive technologies explode, centers of innovation like Canada are making significant contributions, both creatively and technologically. With two of North America's busiest film/TV production centers and arguably the deepest bench in 3D animation technologies in the world, Canadian artists, entrepreneurs and institutions are making waves in a market that requires both. Join Nick DeMartino, senior advisor to the Canadian Film Centre, and a stellar panel from



north of the border to explore the cutting edge of entertainment.

**C.J. Hervey**, *Executive Producer*, Secret Location  
**Ian Tuason**, *VR filmmaker and CFC Media Lab Production Manager*  
**David Brady**, *CEO*, Cream Productions  
**Kim Davidson**, *CEO*, Side Effects Software  
**Les Klassen**, *co-founder and Chief Innovation Officer*, The Campfire Union  
**Ben Unsworth**, *President/Co-Founder*, Globacore  
**Nick DeMartino**, *Chair*, IDEABOOST Accelerator, *Moderator*

**Session B:** Prague Room A, (3rd Floor)

## Branded Entertainment Marketing - Across Platforms - Leveraging Image, Content and Celebrity

Breaking through the competitive cacophony vying for consumers' attention is more daunting than ever. Find out how the industry's TV, music, mobile, film and broadband marketing/creative teams are reinventing the world of entertainment, branding and marketing, with impressive results.

**Andy Marks**, *President*, Marks Entertainment + Media (former Managing Director of MATTER, Inc.)

**Scott Singer**, *Managing Director*, DDG

**Evan Fleischer**, *EVP of Brand Partnerships and Business Development*, Believe Entertainment Group

**Kevin Del Rosario**, *Associate Director of Social*, Huge

**David Berkowitz**, *Chief Marketing Officer*, MRY

**Welby Chen**, *Vice President and General Manager North America*, Inneractive

**Jared Feldman**, *CEO*, Canvs

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

**3:45 PM - 5:00 PM**

**Session A:** Grand Ballroom (4th Floor)

## VR-AR Production on the Edge - The Amazing Journey of Imagination: Storytelling in Content and Advertising

While it is true that the production of Virtual Reality content is only in its infancy, there is a startling amount of amazingly creative and mature content already produced. It is a statement both about the creativity of producers in the industry as well as the energy and hunger VR has revealed in the creative community. VR is a storytelling platform that provides an experience across the board, in the narrative form, the live experiential space, the documentary space and in spaces yet to be explored.

**Eric W. Shamlin**, *Managing Director / Executive Producer*, Secret Location (*The Sleepy Hollow: VR Experience*)

**Michael Roche**, *SVP of Partnerships*, Revolt TV

**Nicholas Longano**, *CEO*, OTT Networks (*Paula Deen Network*)

**Debra Anderson**, *Chief Strategy Officer & Founder*, datavized

**Cory Haber**, *CEO*, Rivet Media (*VR for Blue Note Entertainment*)

**Cory Melious**, *Senior Sound Designer/Mixer, Re-Recording Engineer*, *Heard City*

**Jesse Kirshbaum**, *CEO*, NUE, *Moderator*



**Session B:** Prague Room A, 3rd Floor

## Merging Content with New Technologies: Content Reinvention with the Next Generation of Tablets and Mobile Devices

The content industry reaches consumers across multiple platforms in new and scalable formats using innovative monetization strategies and programs. Each generation of tablets, laptops and smartphones foster an expanding universe of content, consumption and a revolutionary business model for creators

**Laura Williams Argilla**, *Director of Product Development, Professional Audio and Video*, Adobe

**Scott Brown**, *SVP Technology & Strategic Relations, Engineering & Technology*, The Nielsen Company

**Betsy Loreda**, *Executive Editor, North America Media Production*, Sesame Workshop

**Lewis Rothkopf**, *Chief Revenue Officer*, AdsNative

**Marty Schecter**, *Head of Product Management*, Ovum

**Frank Sinton**, *CEO*, Beachfront Media

**Kevin Westcott**, *US Consulting Media & Entertainment Leader*, Deloitte Consulting LLP