

# Digital Hollywood Fall

The Digital Future has Arrived!

**October 10-12, 2017**

Skirball Center, 2701 N Sepulveda Blvd, Los Angeles, CA 90049

## Tuesday, October 10th

**10:00 AM - 11:15 AM** - Live Webcast

Track I: Haas Conference Center, Room 172 & 173

### **The Phenomenon of AR Gets Real - Entertainment, Advertising, Education - The Gateway to the Future**

**Ashley Crowder**, CEO, Co-Founder, VNTANA

**Jonathan Dotan**, Chief Strategy Officer, Otoy

**Neil Parris**, AR/VR, Entertainment Partnerships Lead, Google

**Keith Soljacich**, VP/Director, Technology, Digitas Studios

**Arno Hartholt**, Director of Research and Development

Integration, USC Institute for Creative Technologies,

**Ben Stein**, General Manager of Studios, 8i

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

Track II: Haas Conference Center, Room 171

### **The Power of Influencers: Accelerating Brand Value Across Platforms - From Internet TV - Mobile - Social Networks**

**Jared Heinke**, President, Whalerock Digital

**Phil Ranta**, Chief Operating Officer, Studio71

**Danyelle McGill**, Vice President, Influencer Marketing, 87AM

**Maureen Polo**, SVP Influencer Marketing, Fullscreen

**Nick Carreras**, VP of Talent and Brand Strategy, Bent Pixels

**Steve Bradbury**, President & Head Coach, Deep Sports, Moderator

**10:45 AM - 11:45 AM** - Herscher, 3rd

Floor, Rm 303-304, Live Webcast

### **Indie TV – OTT and Streaming - The Gateway to the Hollywood of Content to Phones, Tablets, TV and PC**

Internet TV has reconfigured television programming. The phrase Broadcast TV is not only antiquated, in a very few years, it may not even exist. And what we refer to as OTT may soon be the only form of consumer video distribution remaining.

**Albhy Galuten**, VP of Media Technology Strategy, Sony Network Entertainment

**Sundance Feniger**, VP and GM, Boomerang

**Jason Friedlander**, Product & Technology Evangelist, Verizon Digital Media Services

**Robert Binning**, CEO, StreamSpace

**Stefan Van Engen**, SVP of Partnerships & Programming, Xumo

**Rich Whitman**, Founder + CEO, Audience Delivered

**Bruce Eisen**, founder and president, The Law Offices of Bruce David Eisen, Moderator

**11:30 AM - 12:30 PM**

Track I: Haas Conference Center, Rm 172 & 173: Live Webcast

### **Valuing and Financing Entertainment Content: Film/TV, Internet and Virtual Reality - From VC, Private Equity to Corporate Investment**

**Diane McGrath**, Chief Global Strategist, Falcon Media House

**Schuyler M. Moore**, Partner, Greenberg Glusker

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

**Peg Jackson**, Managing Director, Mooreland Partners

**Megan Lisa Jones**, Associate, OLDMAN, COOLEY, SALLUS, BIRNBERG, COLEMAN & GOLD, LLP

**Ryan Wang**, Co-founder and General Partner, Outpost Capital

**Larry Gerbrandt**, principal, Media Valuation Partners, Moderator

Track II: Ahmanson Hall, Live Webcast

### **Mobile First: The Lifestyle Differentiator - Content, Advertising & Technology**

Mobile defines the consumer lifestyle. Content and communications are completely subsumed inside the mobile technology universe as all eyes are pinned to Smartphone. Mobile is even the preferred video gateway to entertainment. In this panel we celebrate Mobile!

**Kimberly Smith**, Director of Brand Partnership, Foursquare

**Pete Stein**, General Manager, Fullscreen

**Erick Brownstein**, Partner and Chief Strategy Officer, SHAREABILITY

**Owen Geddes**, VP, Market Development, Devicescape

**Laura Williams Argilla** Director of Product, Video for Creative Cloud, Adobe

**Stephanie Guitierrez**, Director, Digital & Social Marketing, Art Machine

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

**12 Noon – 1:00 PM**

Session I: Herscher Hall, 3rd Floor,

Room 303-304: Live Webcast

### **The Augmented Reality Experience: Implementing the Next Generation of AR into Application: From Education to Entertainment and Games**

**Mike Hildebrandt**, VP Corporate Development & Strategic Partnerships, DAQRI

**Michael Leventhal**, Partner, Holmes Weinberg, P.C.; former, Chief Legal Officer and VP, Magic Leap

**Leon Laroue**, Product Mgr, New Ventures, AR Eyewear, Epson

**Eric Trabold**, Chief Business Officer, Avegant

**Soulaiman Itani**, Founder and CEO, Atheer

**Tom Wesselman**, Senior Director, Software Group, Plantronics

**Bill Newell**, President, North South Studios LLC, Moderator



Session II: Guerin A, in Herscher Hall, Live Webcast

## The DealMaking Process: From Feature Film, Reality TV & Specials to Web Series and Indie Film Making

**Justin Hochberg**, CEO, Just Entertainment  
**Andrew Sugerman**, Producer, "Conviction," "Any Day," "The Divide," "Prozac Nation,"; Exec. Produced, "Shopgirl"  
**Hannah Pillemer**, SVP, Development & Production, MarVista  
**Brian Beckmann**, CFO, Arclight Films  
**Jessica Kantor**, General Counsel, New Form Entertainment  
**Perrin Chiles**, CEO/co-founder, Adaptive Studios  
**Todd Garner**, Founder & CEO, Broken Road Productions  
**Melisse Lewis**, Entertainment Attorney, Moderator

**12 Noon - 1:00 PM**, Haas Conference Center, Room 171

## VR & AR in Space – Mars – Moon – Space Habitats - From Simulation and Training to Space Themed Cinema

**Christian Laursen**, Creative Director & VR Creative Services, LOOT Interactive, LLC - VR Production Partner for 8i and Time Inc.'s LIFE VR "Buzz Aldrin: CYCLING PATHWAYS TO MARS"

**Marijke Jorritsma**, UX/UI Designer, NASA Jet Propulsion Laboratory  
**Daniel Schechter**, Head of Development, 8i, "VR legacy experience for Buzz Aldrin"  
**Louis Cacciuto**, CEO, VRrOOm (French Astronaut Thomas Pesquet on the ISS)  
**Bud Myrick**, VR Supervisor / CG Supervisor, FuseFX / FuseVR, Buzz Aldrin: Cycling Pathways to Mars  
**Nick DeMartino**, Managing Director, Startupbootcamp MediaTech, Moderator



**1:00 PM - 2:15 PM**

Track I: Haas Conference Center, Rm 172 & 173: Live Webcast

## The Power of YouTube: Unlocking the Power of Brands, Programming, and Monetization

YouTube has officially evolved from being a massive repository of extraordinary video content to a massive repository of content channels. These channels bring viewers millions of hours of global video production and spontaneity. YouTube is re-writing the future of television.

**Jennifer Perri**, Director of Partnership Development & Multi-platform Strategy, Univision  
**Rebecca Donohue**, Director of Digital Content & Social Media, Vin Di Bona Productions  
**John Holdridge**, SVP Social Video, Strategy, Fullscreen  
**James Creech**, Co-Founder and CEO, Paladin Software  
**Sarah Malkin**, Vice President, Programming, New Form  
**George Ouzounian**, aka, MADDOX, YouTube Celebrity  
**Jeffrey Thompson**, Media & Entertainment, IBM Global Business Services, Moderator

**1:15 PM - 2:15 PM**, Haas Conference Center, Room 171

## Hollywood, Space Science and Entertainment ThinkTank: Writers, Directors, Producers

**Ben West**, Creative Director, Framestore  
**Z. Nagin Cox**, Tactical Mission Lead : Curiosity Rover Flight Team, NASA Jet Propulsion Laboratory  
**Kieran Dickson**, Editorial Director, Comet TV (Home of Classics: Star Gate, Mystery Science Theater, Invasion of the Body Snatchers)  
**John Alan Simon**, Writer - Director - Producer, "Radio Free Albemuth", "The Getaway"  
**Dr. Armin T. Ellis**, Founder, Exploration Institute, Inventor of i2i Method™, Moderator

ThinkTank - Workshop

**1:00 PM - 2:00 PM**, Herscher Hall, 2nd Floor, Room 202

## The Art and Science of Influence: The Role of Neuroscience in Understanding Emotional Versus Rational Decisions

**Jason Jercinovic**, Global Head, Marketing Innovation, Havas  
**Liz Lundy**, Senior Researcher, Netflix  
**Chris Nicholson**, co-founder and CEO, Skymind  
**Spencer Gerrol**, CEO, SPARK Neuro  
**Curt Doty**, President/Founder, CurtDoty.co, Moderator  
 Speakers to be announced

**1:15 PM - 2:15 PM**, Guerin A, in Herscher Hall, Webcast

## The Hollywood Masterclass: TV, Film and Video - Packaging - Producing - Bundling - Distributing in a Cross-Platform World

**Jim Amos**, former, President of Distribution, Sony Pictures and SVP Head of Sales, STX Entertainment  
**Paul Hanson**, CEO, Covert Media  
**Charlie Tabesh**, SVP, Programming and Production, Turner Classic Movies (TCM) and Filmstruck, Turner Entertainment  
**Xavier Savant**, founder and creative director, Glassell House  
**Nancy Naylor**, President, Nancy Naylor Casting; former SVP, Casting, Universal Pictures)  
**Catherine Clinch**, TV Writer, TV veteran, Hunter, Jake & The Fat Man, Knight Rider, Love Boat, Hart to Hart, Moderator

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

Track I: Ahmanson Hall, Live Webcast

## Women in Virtual Reality and Immersive Entertainment: Experiencing New Dimensions and Creative Experience

**Ryan Pulliam**, CMO, Speaker / Co-Founder, Specular Theory  
**Anna Rosa Lappalainen**, COO and Co-Founder, Vizor  
**Allison Huynh**, Founder and CEO, MyDream Interactive  
**Kiernan Kit**, CEO, Truth for Gold  
**Evelyne Ouellet**, Chief Marketing Consultant, SAFIRA Entertainment Marketing  
**Louisa Spring**, Founder, Spring Alliance, Moderator



Track II: Haas Conference Center, Room 172 & 173

### OTT Programming: The Multiscreen Video Experience

Consumers are accessing video on TV, mobile and PC. Call it "everywhere video" or "over-the-top TV." By any name it means that content is accessible virtually everywhere. The proliferation of TV technologies are pushing video to an unlimited audience.

**George Woolley**, *Head of Originals*, Portal A

**Galen D'Attilio**, *Business Development*, Daily Motion

**Harry Lang**, *Vice President of Product*, Feeln, Hallmark Labs

**David Tochterman**, *CEO*, Canvas Media Studios

**Xavier Kochhar**, *Founder and CEO*, The Video Genome Project® a Division of Hulu

**Adam Goldstein**, *VP, Business Development*, ZEFR

**Mark Kapczynski**, *President*, Storymill, *Moderator*

Track III: Herscher Hall, 3rd Floor, Room 303-304: Live Webcast

### Social Media Transforms Entertainment Marketing = Facebook, Instagram, Snapchat, Twitter, LinkedIn

Viral media campaigns define the lifeblood of marketing. From "Influencer" comings-and-goings to "Urgent News Alerts", the viral meme may be the most lasting relationship with the consumer. While unpredictable and mysterious, the viral strategy can lead the way to success.

**Angela M. Jollivette**, *Senior Project Manager*, The GRAMMYS/The Recording Academy

**Tania Yuki**, *CEO*, Shareablee

**Liz Stahl**, *President*, In Haus

**Alec Shankman**, *SVP and Head of Alternative Programming, Digital Media and Licensing*, Abrams Artists Agency

**Ryan Detert**, *CEO*, Influential

**Michael Hess**, *Global Head of Marketing*, Storyful

**Marc Karzen**, *CEO*, RelishMIX, *Moderator*

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

Haas Conference Center - Room 171

### Humans & Exploration to Mars, The Moon & Near Earth Asteroids - The Near Future, The Future and The Extended Future

**Z. Nagin Cox**, *Tactical Mission Lead : Curiosity Rover Flight Team*, NASA Jet Propulsion Laboratory

**Vera Mulyani**, *Founder & CEO*, Mars City Design LLC

**Dr. Susan Jewell MD**, *Founder*, Mars Academy USA

**Northrop Grumman**, *speaker to be announced*

**NASA**, *speaker to be announced*

**Connie Reese**, *Civil Space Communications, Space Systems Division Public Relations*, Northrop Grumman Aerospace Systems, *Moderator*

### 3:45 PM - 5:00 PM

Track I: Haas Conference Ctr - Rm 172 & 173, Live Webcast

### The Ultimate TV Experience: Cable, Premium & OTT Content & Advertising

**Barry Loudis**, *Senior Director, Business Development & Digital Distribution*, Turner Content Distribution

**Joerg Bachmaier**, *SVP, Content Strategy and Co-Productions*, Machinima, A Warner Bros. Company

**Robb Miller**, *Global Sr Dir, Media & Entertainment*, Swrve

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

**Adam Cunningham**, *founder and president*, 87AM

**Ron Bloom**, *co-founder*, ReachMe.TV

**Danny Ledger**, *Principal and US leader*, Digital Offerings, Deloitte Consulting LLP, *Moderator*

Track II: Herscher Hall, 2nd Floor, Room 202

### 360 Video and VR/AR - Content and Advertising - A Cross Platform Experience

**Mark Netter**, *Vice President, Strategy*, REVOLVE Agency

**Neil Mandt**, *founder and CEO*, Mandt Bros Productions & Mandt VR

**Andy Robbins**, *COO and Partner*, bpg

**Matt Doell**, *Creative Director*, Madison + Vine

**John Montgomery**, *Chief Creative Officer*, R&R Partners

**Craig S. Phillips**, *Creative Director and Co-Owner*, SunnyBoy Entertainment

**Lawrence Jones**, *VP of Business and Content Development*, The Future Group

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

Track III: Guerin A, in Herscher Hall, Webcast

### The TV/Film/Video - Platforms and Partnerships - Developing Hollywood Content as Brand and Distribution Package

**Gretchen McCourt**, *Executive Vice President of*, ArcLight Cinemas

**Phil Lott**, *Co-Founder and President*, AMPLE (Showrunner, The Pitch; Director, Undercover Boss)

**Brant Pinvidic**, *television producer, founder and CEO*, Invelop Entertainment

**Philip Shafran**, *Director of Content Activation, Brand and Rights Management*, Vin Di Bona Productions

**Lemuel Plummer**, *CEO*, L. Plummer Media (Producer, The Preachers of L.A, Mo'Nique Show and The Family Crews)

**Harmon Kaslow**, *President*, Atlas Distribution Company

**Kimberly King-Burns**, *Partner*, convergenz/solutions, *Moderator*

### 3:45 PM - 5:00 PM

Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

### The Star Trek Effect on Technology – Imagination Gets Realized – Smartphones and VR to Space Technology

**Michael Nankin**, *Writer – Director - Producer*, (Battlestar Galactica, CSI, Taken, Van Helsing, Black Sails)

**Jeffrey Kluger**, *Editor at Large*, Time magazine and Time.com, Author, Apollo 13 and Apollo 8

**Dr. Pascal Lee**, *Chairman*, Mars Institute; *Planetary Scientist*, SETI Institute; *Director of the NASA Haughton-Mars Project*, NASA Ames Research Center

**Mark Murphy**, *Founding Partner*, Voyager Media Company (Producer, Space Odyssey Adventure with Neil deGrasse Tyson)

**Allison Huynh**, *Founder and CEO*, MyDream Interactive

**Marty Perlmutter**, *Technologist & Social Activist*, *Moderator*



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

**End-of-Day Reception** – Taper Courtyard  
Outdoor Area In Front of Haas Conference Center

**5:00 PM - 6:00 PM**, Haas Conference Ctr, Room 172-173

### **The Challenge of Piracy: A Clear and Present Danger**

**Spencer Stephens**, *former, Chief Technology Officer*, Sony Pictures Entertainment

**Rick Lane**, *former SVP, Government Relations*, 21st Century Fox

**Tara Swaminatha**, *Partner, Data Privacy & Cybersecurity*, Squire, Patton, Boggs

**Ben de Bont**, *VP & CISO*, IBM Cloud & IBM Watson

**Denise MUYCO**, *co-founder and CEO*, StratusCore

**Hemanshu (Hemu) Nigam**, *CEO*, SSP Blue, *Moderator*

## **Wednesday, October 11th**

**7:45 AM - 9:00 AM, Breakfast Session**

Track I: Haas Conf Ctr - Room 172 & 173 - Live Webcast

### **Future of TV - Wall St. Analysts Meet Industry Executives - It's All About innovation and**

#### **Disruption - Moving into the Next Wave**

Gone is the status quo for TV as companies at all points on the entertainment value chain are vying for a piece of the global action. Consumer habits across various demographics are evolving driven by technology. The future of TV involves deep insight into both the qualitative and quantitative aspects of content production and distribution and the impact that the technologies of today and more importantly those of “tomorrow” will have on the many competitive and high stakes business models in place today and anticipated for the future as companies shape their strategies in response to the changes. The future will be shaped in part by the myriad of devices and content vying for our attention as well as the rollout of faster broadband technologies, both wired and increasingly wireless, as we enter the next wave of the future. Our distinguished group of analysts and executives will discuss, debate and even challenge some of the basic premises that are important as we look to the future of TV in an informative and engaging panel.

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

**Gene Munster**, *Managing Partner*, Loup Ventures, *previously managing director and senior research analyst*, Piper Jaffray

**Larry Namer**, *President/CEO*, Metan Global Entertainment Group; *Founder*, E! Entertainment

**Justin Liu**, *Lead Engagement Manager, Media + Gaming*, Akamai Technologies

**Darren Cross**, *Former Vice President, Business and Corporate Development*, Maker Studios

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

**9:15 AM - 10:15 AM**

Track I: Herscher Hall, 3rd Fl, Room 303-304, Webcasting Live

### **The Internet, OTT, Media and the Hollywood Connection**

Consumers are accessing video on TV, mobile and PC. Call it "everywhere video" or "over-the-top TV." By any name it means that content is accessible virtually everywhere. The prolifera-

tion of TV technologies are pushing video to an unlimited audience.

**Neil Ishibashi**, *Director of Design Development*, Fandango

**Jeffrey Thompson**, *Media & Entertainment*, IBM Global Business Services

**Evan Greenberg**, *Manager of Audience Development*, TAPP

**Reza Rassool**, *CTO*, RealNetworks

**Tom Ryan**, *CEO*, Pluto TV

**Steve Wong**, *Director of Business Development Media & Entertainment Group*, Hewlett Packard Enterprise, *Moderator*

Track II: Herscher Hall, 2nd Floor, Room 202

### **Crowdfunding, Start-ups & Angels: The Financing the Entertainment and Technology Industries**

**Dimitry Lensky**, *Associate*, Greenberg, Whitcombe, Takeuchi, Gibson & Grayver, LLP

**Mark Landay**, *Managing Dir*, Dynamic Synergy Corporation

**Kumar Arora**, *Serial Entrepreneur & Professional Daydreamer*, *Investor on* CNBC's "Cleveland Hustles"

**Amy Wan, Esq.**, *Founder & CEO*, Bootstrap Legal

**Adam Marsh**, *Entertainment/Media/Sports*, Huntington Technology Finance

**Gene Massey**, *Chairman/CEO*, MediaShares.com, *Moderator*

**9:45 AM – 11:00 AM** – The VR - AR - Immersive Track  
Session II: Haas Conf Ctr - Room 172 & 173, Live Webcast

### **Immersive Media and the Social Entrepreneur**

**Linda Durnell**, *Adjunct Faculty, Media Psychology Graduate Program*, Fielding Graduate University (Advocacy Media and VR: A Different Approach to Behavioral Change)

**Garry Hare PhD.**, *Faculty, Media Psychology Doctoral Program*, Fielding Graduate University (The Emotional Impact of Real Time Information)

**Jimmy Giliberti**, *Director of Sales and Business Development*, WorldViz

**Josephine Munis**, *CMO*, Candy Lab AR (Location-based Augmented Reality)

**Lori Kozlowski**, *Producer + Editorial Director*, Project Empathy (A VR Series about U.S. Prison System)

**Jerri Lynn Hogg PhD.**, *Director, Media Psychology Graduate Program*, Fielding Graduate University, *Moderator*

**10:00 AM – 11:00 AM**

The VR - AR - Immersive Track

Session I: Guerin A, Herscher Hall, Webcast

### **The VR-AR ThinkTank: Top Executives From Leading Technology and Entertainment Companies Assess the Current Expansion and Likely Evolution of the Industry**

From CES and Tribeca to Cannes and Sundance VR/AR has arrived and is 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.

**Dylan Gale**, *Investment Director*, Comcast Ventures

**Richard Lucquet**, *Director, Business Development, Technology Partnerships*, Verizon

**Jim Preston**, *Executive Producer*, Nomadic VR

**Jay Samit**, *Vice Chairman*, Deloitte Digital, Deloitte



Consulting LLP

**Sivan Iram**, VP of Business Development, Lumus Ltd.  
**Shannon Norrell**, Office of the CTO / VR Evangelist, HP  
**David Bloom**, Columnist, Tubefilter, Moderator

**10:45 AM - Noon**

Track I: Ahmanson Hall, Live Webcast from this Room

**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.

**Anathea Ruys**, Managing Director, Carat LA  
**Ben Tatta**, Co-Founder and President, 605  
**Will Park**, Director, Brand Integrations, BEN (Branded Entertainment Network)  
**Darnell Brisco**, Vice President, Accounts, Fullscreen  
**Josh Brooks**, SVP, Brand Strategy & Marketing, Jam City  
**Ty Jones**, Senior Director of Celebrity Talent, WhoSay Inc.  
**David Leibowitz**, Managing Partner, CH Potomac, Moderator

Track II: Haas Conference Center - Room 171

**Living the Life: Entrepreneurs, Lifestyle Innovators and Disruptors**

**Wendy Doulton**, Managing Partner, Katalyst Group  
**Cam Kashani**, Godmother of Silicon Beach  
**Amanda Bradford**, Founder and CEO, The League  
**Tania Yuki**, CEO, Shareablee  
**Valerie Alexander**, author, How Women Can Succeed in the Workplace (Despite Having "Female Brains")  
**Casey Cowan**, Communications Director, Sudara, Inc.  
**Claudia Rosa**, Managing Director, Idea Farmer  
**Tess Cacciatore**, CEO, Global Women's Empowerment Network (GWEN), Moderator

Track III: Herscher Hall, Room 202

**Investment & Funding of Film, Indie Film and TV: from Theatrical Features to Cable Networks, Netflix and Amazon**

**Meyer Shwarzstein**, President, Brainstorm Media  
**Kevin Kasha**, Co Founder, Three Bridges Entertainment; former, Head of Acquisition, Starz and New Line Cinema  
**John Kim**, President, Deep C Digital  
**Robert Binning**, CEO, StreamSpace  
**Seth M Willenson**, President, Seth Willenson, Inc., Moderator

**11:30 AM – 12:30 PM**

Session I: Guerin A, in Herscher Hall, Live Webcast

**Apple AR and Google AR Change Everything: AR Transforms the Immersive Space**

With the release of Apple's AR and Google's ARCore, AR has finally arrived. In the coming year, tens of millions of consumers

will – for the first time - access AR apps. That is a big deal and only a harbinger of AR things to come.

**Mike Goslin**, VP, Advanced Development, Disney  
**Mike Levine**, CEO, Happy Giant  
**Ben Taft**, Co-Founder and CEO, Mira Labs  
**Chuck Peil**, Head of Business Development and Strategic Partnerships, Reel FX  
**Debby Ruth**, Senior Vice Presidents, Global Media and Entertainment, Magid  
**Charlie Fink**, Contributor, Forbes, Moderator  
*Speakers to be announced*

The VR - AR - Immersive Track

Session II: Haas Conf Ctr - Rm 172 & 173, Live Webcast

**VR/AR as Change Agent: Social, News, Documentary and Political Media**

**Kate Wurzbacher**, VR Pioneer, Here Be Dragons  
**Cassandra Herrman**, Producer / Director, Emblematic Group; Emmy-nominated filmmaker, PBS, MSNBC, and Al Jazeera  
**BC Biermann**, Founder, The Heavy Projects  
**Carole Chainon**, co-founder & COO, JYC  
**Laura Hertzfeld**, Director, Journalism 360, Moderator

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

Track I: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

**Hollywood, Internet and Media Challenge: Platforms and Convergence - from Apps, Snapchat & Facebook to OTT Networks**

**Alan Cannistraro**, CEO, Rheo; former Apps exec, Facebook, Apple)  
**Ryan Nugent**, VP of Content Strategy, Gunpowder & Sky  
**Will Lee**, Group Digital Director, Sports and Entertainment, Time Inc.  
**Fabian Birgfeld**, founder and partner, W12

Studios

**JR Griffin**, VP, Digital Marketing & Business Development, FremantleMedia North America  
**Robert Rodriguez**, CEO, Natcom  
**Mike Cruz**, Director of Digital Programming, Skybound Entertainment  
**Terry S. Bienstock**, CEO, Mobilactive Media, LLC., Moderator

Track II: Haas Conference Center, Room 171

**The China - Entertainment Industry Roundtable: A Discussion with China Experts - Investment, Joint Ventures, and Productions in Film - TV - Technology**

**Schuyler M. Moore**, Partner, Stroock & Stroock & Lavan  
**Bennett Pozil**, EVP, East West Bank  
**Fan Wang**, Dir, Producer and scholar, Sarft  
**Nick Conti**, Vice President of Business Development, GDC Technology  
**Lora Y. Chen**, CEO, China Media Consulting, Moderator  
*Speakers to be announced*



Track III: Herscher Hall, 2nd Floor, Rm. 202

**Women & Original Content: From Internet Video and Advertising to TV, Games and Film**

- Audrey Povar**, *Development Producer, Digital Media Management, WhoHaha* (co-owned by Elizabeth Banks)
- Karina Karsten**, *CEO, Love TV*
- Katharina Baron Kowalewski**, *Founder & Owner, Netwok KO*
- Sally Jones**, *Digital Editorial Dir, Trusted Media Brands, Inc.*
- Marlene Sharp**, *Producer, TV Series, Sonic, Sega of America*
- Kylie Sparks**, *actor/producer, "Squaresville"*
- Ellie Shoja**, *Head of Production, Embold Media, LLC.*
- Perrin Kaplan**, *Principal, Zebra Partners, Moderator*

**1:00 PM – 2:00 PM** - The VR - AR - Immersive Track

Session I: Ahmanson Hall, Live Webcast from this Room

**Future of Film - From Cinema and Immersive Entertainment to VR/AR and Theme Parks - The Franchise Expands!**

The film industry has changed significantly in recent years and is experiencing a resurgence on a global level across a wide range of platforms. From significantly improved digital sound systems to the introduction of laser projection systems and on to the creation of more immersive cinema experiences in the form of increased penetration of IMAX and premium large formats of several varieties, there are more and more reasons to get out of the house and journey to the local theater. The introduction of virtual, augmented and mixed reality into the mix has a lot of potential for both single user and group experiences. But there is a ways to go before there is a significant user base in this market segment. Our distinguished panel is uniquely qualified to provide deep insight into the many strategies and tactics that form the basis for content development and release decisions on a global level, and in turn, release schedules, screen technologies, virtual reality and other related methodologies and technologies as we look to the future.



- Heather Blair**, *Head of Cinema Sales, MediaMation*
- Craig Dehmel**, *EVP, Head of Global Distribution, IMAX Entertainment*
- Gene Munster**, *Managing Partner, Loup Ventures; previously managing director and senior research analyst at Piper Jaffray*
- Robert J. Lenihan**, *president US programming, AMC*
- Paul Dergarabedian**, *Senior Media Analyst, comScore*
- Matthew Bakal**, *co-founder + Chairman, Atom Tickets*
- Marty Shindler**, *CEO, The Shindler Perspective, Inc., Moderator*

Session II: - Haas Conference Ctr - Rm 172 & 173 - Webcast

**VR/AR: The Creators - Transforming Entertainment, Media & Advertising – TV, Movies, News, Sports & Music**

- Dane Smith**, *Head of Business Development, The Third Floor*
- Jason Fiber**, *Head of Business Products, THX Ltd.*
- Ted Kenney**, *Director, Field and Technical Operations, Fox Sports*
- Adam Myhill**, *Head of Cinematics, Unity Technologies*

**Christopher Bellaci**, *Head of Business Development, Proof, Inc.*

**Andy Cochrane**, *Independent Digital Director*  
**Steven Masur**, *Senior Partner, MG+, Moderator*

A Digital Hollywood Special Event

**2:00 PM – 3:30 PM**, Herscher Hall, Guerin C

**Establishing a National VR/AR Design Competition**

**Astronaut Greg Chamitoff Presents:**

**SpaceCRAFT: The VR Collaborative Space System and Mission Design Project - To Engage with a Future in Space**

**Bringing together Partners from:**

1) Universities, 2) Technology Companies, 3) Government Agencies, 4) Mentors

*Moderator - Andrew Shulkind, Cinematographer and Co-Founder, HeadcaseVR*

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

Track I: Ahmanson Hall, Live Webcast

**The Future of Brand Partnerships: Message, Technology, Media, Entertainment & Advertising**

As consumers integrate broadband into every aspect of their lives, Hollywood and Madison Avenue have new opportunities to experiment with all forms of electronic messaging. This quantitative shift in the creative process is transforming advertising, entertainment and the devices themselves.

- Beau Avril**, *Global Head of Product Commercialization, Google*
- Tara DeVeaux**, *Chief Marketing Officer, BBDO New York*
- Jason Jercinovic**, *Global Head of Marketing Innovation, Havas*
- Rick Eiserman**, *North American CEO, Engine Group & CEO, Trailer Park*
- John Rubey**, *former President, AEG Network Live; former CEO, Fathom Events*
- Janett Kennedy Haas**, *SVP Brand Solutions & Strategic Partnerships, Forbes Media*

**Andrew Solmssen**, *Managing Director, POSSIBLE, Los Angeles, Moderator*

Track II: Haas Conf Ctr - Room 172-173, Live Webcast

**Video Anytime Anywhere: Video Across Platforms - TV, Internet and Mobile**

At its core the TV industry has always been about video delivery. But now it has added InternetTV and mobile to the package. In this session we will explore the comprehensive video and commerce strategy being developed for the consumer.

- Scott Barton**, *SVP, Branded Digital Content and Products, Starz*
- Rick Capstraw**, *Director Media & Entertainment Sales, Verizon Digital Media Services*
- Neil Deiter**, *Content/Technology, Cisco*
- Hillary Henderson**, *Senior Director of Product Strategy and Management, IBM Cloud Video*
- Shahruz Shaukat**, *EVP of Creative Technology, Super Deluxe, Turner Entertainment*
- Todd Beilis**, *Partner, Deloitte LLP, Moderator*



Track III: Herscher Hall, 3rd Fl, Room 303-304, Live Webcast

**Working in the Industry: An In-Depth Discussion with Executives and Creatives from TV, Film and Technology**

**Simone Nelson**, *Managing Director*, The CSU Entertainment Alliance, *Moderator*

**David Viviano**, *Chief Economist*, SAG-AFTRA

**Lucia Brawley**, *Executive Producer*, The World Cup of Hip Hop & Co-Founder, Amp.It

**Shannon Flynn**, *Television Director*, Awesomeness TV, Nickelodeon & Disney

**Eric Siegel**, *Writer/Producer/Actor*

**Kristin Burke**, *Warner Brothers Emerging Film Directors Fellow*

**J. Todd Harris**, *founder*, Branded Pictures Entertainment (Producer, The Kids Are All Right, Bottle Shock, Jeepers Creepers and Piranha 3D)

Track IV: Herscher Hall, 2nd Fl, Room 202

**In the Creative Zone: Film & TV to Virtual Reality and Advertising**

**Daniel Tibbets**, *CEO*, EL Rey Networks

**Mark Deetjen**, *SVP, Programming & Operations*, FremantleMedia North America

**Jim Cannella**, *Executive Producer*, The Recording Academy (GRAMMYS)

**John P. Roberts**, *Chief Content Officer*, Pure Imagination Studios

**Allison Dollar**, *CEO*, Interactive Television Alliance

**Ariella Lehrer, Ph.D.**, *CEO and President*, Legacy Interactive and Legacy Games

**Lori Kozlowski**, *Virtual Reality Producer*, Project Empathy

**Sarah Miller**, *CEO*, Axis PR & Entertainment, Inc., *Moderator*

**2:30 PM – 3:30 PM**

Session I: Herscher Hall, Guerin A, Live Webcast

**The VR-AR-Immersive - Innovators & Disruptors - Entertainment, Technology & Brand Vision**

**Christina Heller**, *CEO & Co-founder*, VR Playhouse

**Chris Hewish**, *EVP*, Interactive, Skydance

**Peter Martin**, *founder & CEO*, V.A.L.I.S Studios

**Patrick Meegan**, *Creative Director*, Jaunt Studios

**David Levitt**, *CEO and President*, Pantomime Corporation

**Jeff Nicholas**, *Director of VR Creative + Production*, Live Nation Studios

**Kymber Lim**, *CCO + Head of Studio*, Holor

**Carolyn Giardina**, *Continuing Tech Editor*, The Hollywood Reporter, *Moderator*

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

Track I: Haas Conference Center, Room 171

**Leveraging Content and Celebrity For Cross-Platform Success: From TV, Mobile & Internet to Social Media and Virtual Reality**

**Alex da Kid**, *founder and CEO*, KIDinaKORNER (Written/Produced Rihanna, Eminem, Dr. Dre)

**Jeanne Wolf**, *Award-Winning Journalist and Media Coach*

**Evan Sroka**, *Corporate Finance Executive*, Creative Artists

Agency (CAA)

**Jonathan Lowe**, *SVP of Marketing*, AEG Sports

**Mark Wolf**, *Writer, Director, Producer*, Change The World Productions

**Russ Axelrod**, *Co-Founder*, Pitchmen

**Adrian Sexton**, *CEO*, TiTAN Platform, *Moderator*

**Sponsored by Alliance for Women in Media SoCal**

Track II: Haas Conference Center, Room 172-173, Live Webcast

**Women in the Industry: Developing Film, Television & OTT About Women - A Golden Age in Hollywood**

**Jaime Burke**, *co-founder and President*, Lifeboat Productions

**Laverne McKinnon**, *Executive Producer*, Netflix comedy series, Girlboss Studios USA

**Tineka Becker**, *Independent Casting Director*

**Katrina Wolfe**, *President of Production*, AG Studios

**Sophia Dilley**, *VP of Production and Development*, Route One

**Rachel Feldman**, *Director/Writer - Film/TV/Digital*. FAIR FIGHT, KINKS

**Margaret Laney**, *Co-Head, Marketing*, Gunpowder & Sky

**Denise Muyco**, *co-founder and CEO*, StratusCore, *Moderator*

**4:00 PM – 5:00 PM - The VR - AR - Immersive Track**

Session I: The Guerin A, in Herscher Hall, Live Webcast

**The Power of VR-AR: A New Language of Artistry - A Unique Moment of Commercial Possibility and Marketplace**

**Tanna Frederick**, *Producer/actor*, Defrost (VR Narrative Film)

**Jen Dennis**, *Head of VR*, RSA Films

**Peter Oberdorfer**, *President*, Tactic

**Jubin Dave**, *Corporate Strategy*, Blackthorn Media

**W. Joe DeMiero**, *Digital Management Director*, Team One and President, TiltShift

**Cathy Twigg**, *Co-Founder/Chief Content and Production Officer*, The Rogue Initiative

**Johannes Saam**, *Senior Creative Developer*,

Framestore

**Anna Marie Piersimoni**, *Instructor, Department of Cinema and Television Arts*, California State University, Northridge, *Moderator*

Session II: Herscher Hall, 3rd Fl, Room 303-304, Live Webcast

**VR-AR Everywhere! - Planes, Theaters, Hotels, Arcade & Theme Parks**

**Simone Nelson**, *Director, Marketing & PR*, California State University Entertainment Alliance, *Moderator*

**Jim Preston**, *Executive Producer*, Nomadic VR

**Robin Alter**, *VP, Strategic Partnerships*, Ultrahaptics

**Nick Risher**, *President U.S. Operations*, Hologate  
*Speakers to be announced*

**5:00 PM - 6:15 PM**

*Open to all attendees*

**End-of-Day Reception**

*Taper Courtyard - Outdoor Area In Front of Haas Conference Center*



**5:00 PM - 6:00 PM** - Haas Conf Center, Room 172-173

**Entertainment and Cannabis: Who, What, Where, Why and How Much?**

**Susan Soares**, *Founder*, JUSTCare, Green Oasis  
**Michel Shane**, *Managing Partner*, The Handpicked Company  
**Shanan Sabin**, *Partner, Sales & Marketing*, Right Side Consulting Group  
**Dean Arbit**, *Founder*, TruMedia  
**Joshua Otten**, *Co-Founder*, PRØHBTD Media  
**Caroline Rustigian Bruderer**, *Founder*, K-Line Productions, Moderator

**5:30 PM – 7:00 PM** - Haas Conf Center, Room 171

**Alliance for Women in Media SoCal**

Membership Meeting/Mixer  
*Open to AWM SoCal Members + a guest*

**Evening Event**, *Additional Ticket Required*

**6:15 PM – 8:00 PM** Ahmanson Hall

Co-Sponsored by the TV Academy, Interactive Peer Group

**Keynote Event and Evening Host**

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

**A Celebration - The Unlimited Imagination**

**VR/AR - Film/TV - Space Architecture**

**Astronaut Greg Chamitoff**, *Space Missions*: STS-134, STS-127, STS-124, STS-126, Expedition 18, Expedition 17

**Judith and Garfield Reeves-Stevens**, *Film/TV, Writers*, SciFi Novels and Non-Fiction Best Sellers – Star Trek Enterprise, Race to Mars; *Autobors*, Icefire, Star Trek Books, Mars: The Stories of the People Behind NASA's Mars Missions, Past, Present, and Future

**Jeffrey Kluger**, *Editor at Large*, Time magazine and Time.com, Author, Apollo 13 and Apollo 8

**Liam Young**, *founder*, Thomorrows Thoughts Today Moderator, **Marty Perlmutter**, *Technologist & Social Activist*



**Thursday, October 12th**

**9:00 AM - 11:20 AM** - Guerin A, Herscher Hall

**Strategies in Start-up Business Development: Developing Concepts, Lean Start-up Techniques and Positioning Your Company to Succeed!**

**Brian Mac Mahon**, *Chief Community Officer*, Expert DOJO

**9:00 AM - 10:00 AM**

Track I: Haas Conf Ctr - Room 172 & 173, Live Webcast

**Innovation in Video Advertising: Enhancing Brand Experience - Maximizing Revenue in Syndication, Ad Insertion and Live Streaming**

**Matt Leardini**, *VP, Search & Advertising*, Synacor  
**Jason Bercovici**, *Manager, Product Strategy and Operations*, Exponential  
**Aimee Helfand**, *founder and CEO*, FamiLeague

**Isak Yahav**, *EVP, Operations*, BGB Group  
**Josh Lamb**, *Founder and CEO*, Multipop  
**Zachary Soreff**, *President*, Sawyer Studios  
**Tracey McCormack**, *Founder & President*, McCormack Media Services, Moderator

**The Documentary Festival at Digital Hollywood:** Non-Fiction Programming Across All Media Platforms

**9 AM - 10 AM**, Magnin Auditorium

**Documentary Shorts / HollyShorts Awards Winners**

Screening + Q&A  
 Winners and Finalists:  
 "The Tables", Q&A with Director  
 "Refugee", Q&A with Director  
 "Revolution in The Ring", Q&A with Director  
 Steven Reich, Rigler Creative, Moderator

**10 AM - 11 AM**, Magnin Auditorium

**The Documentary and Public Television: The Program Pipeline for Filmmakers Exploring Personal - Political - Change Agent - Environment**

**Juan Devis**, *CCO*, KCET

**Kelly Parker**, *producer*, The Migrant Kitchen  
**Justin Cram**, *producer*, City Rising  
**Matt Crotty**, *producer*, LOST LA  
**Simon Kilmurry**, *Executive Director*, IDA International Documentary Association, Moderator

**10:15 AM – 11:15 AM**

Session I: Haas Conf. Ctr. - Rm. 172 & 173

**Financing the Imagination: Funding and Business Development in AR, VR and Immersion**

**Michael Ludden**, *Director of Product*, IBM's Watson Developer Labs & AR/VR Labs  
**Ryan Wang**, *Co-founder and General Partner*, Outpost Capital

**Alexis Macklin**, *Analyst*, Greenlight VR  
**Norman Liang**, *Venture Partner*, WI Harper  
**Rob Vickery**, *Co-Founder*, Stage Venture Partners  
**Mariana Danilovic**, *Founder and Managing Director*, Hollywood Portfolio, Moderator

Session II: Herscher Hall, 2nd Floor, Rm 202

**360 Video and VR/AR - Content and Advertising - A Cross Platform Experience**

**Greg Bond**, *SVP, Licensing*, Blend Media  
**Shelley Andagan**, *Head of Post-Production & Operations*, 3DPaint/FX  
**Matthew Cook**, *Director Business Development and Content Acquisition*, Autumn VR  
**Evette Vargas**, *Writer, Director, Producer, Multiplatform and Virtual Reality Creator*  
**Michaella Vu**, *VR Producer, founder*, Vunous VR  
**Richard Fendelman**, *Producer/Director*, Expect A Miracle Productions, Inc.  
**Joanna Popper**, *Media and Tech Executive and Advisor*  
**Seth A. Schachner**, *Managing Director*, Strat Americas, Mod



**10:45 AM - Noon**

Track I: Herscher Hall, 3rd Floor, 303-304, Live Webcast

**Indie TV – OTT and Streaming - The Gateway to the New Hollywood of Content to Phones, Tablets, TV and PC**

- Kim Hurwitz**, *Chief Marketing Officer*, KOKO Sports Management
- Randa Minkarah**, *Chief Operating Officer*, Transform
- Chris Wagner**, *EVP and Co-Founder*, NeuLion
- Alia J Daniels**, *COO and co-founder*, REVRY
- Frank Chindamo**, *President & Chief Creative Officer*, Fun Little Movies
- Michael Downing**, *Chief Executive Officer, President and Director*, Tout Inc.
- James M. Burger**, *Partner*, Thompson Coburn LLP, *Moderator*

Track II: Haas Conference Center - Room 171

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

- Marsha Collier**, *Marketing Futurist & Radio Host, President*, The Collier Company
- Debra Fine**, *CEO*, I Have A Dream Foundation - Los Angeles
- Erin Kapczynski**, *SVP Marketing*, Kontrol Media
- Ronjini Joshua**, *Owner*, The Silver Telegram
- Susan Miller**, *Author, Writer & Founder*, Astrology Zone®
- Elizabeth Barrutia**, *CEO*, BARU Marketing & Media
- Linda Sherman**, *Co-Founder*, The Courage Group, *Moderator*

**11:00 AM - 11:50 AM**

ThinkTank I: Herscher Hall, 3rd Floor, Room 305

**Hollywood and Cybercrimes: from Privacy to Piracy, Theft and the Dark Net**

- Frank Nein**, *President*, 9Sight2020.com, *Moderator*
- Darren Manners**, *Lead Penetration Tester*, SyCom Technologies
- Newton Lee**, *Author, Educator, Futurist*, Institute for Education, Research, and Scholarships
- Rob Holmes**, *Founder & CEO*, IPCybercrime

**The Documentary Festival at Digital Hollywood:** Non-Fiction Programming Across All Media Platforms

**11:30 AM - 1:30 PM**, Magnin Auditorium

**Feature Screening**

**"FOOD EVOLUTION" Narrated by Neil deGrasse**

**Tyson**

Q&A with Academy Award-nominated Director **Scott Hamilton Kennedy**

Interviewed by: **Steve Greene**, *Assistant Editor - Criticwire*, IndieWire



**11:30 AM – 12:30 PM** The VR - AR - Immersive Track  
Session I: Haas Conf Ctr - Room 172 & 173, Live Webcast  
**Advertising, Live Events and Brands in VR-AR-360 Video – from Mobile & Immersive to Experiential**

- Craig Dalton**, *cofounder and CEO*, DODOcase
- Jeff Nicholas**, *Director of VR Creative + Production*, Live Nation Studios
- David Birnbaum**, *Design Director*, Immersion Corporation
- Nicholas F. Longano**, *Partner*, Hourglass Interactive LLC
- Annie Lukowski**, *co-founder*, Vanishing Point Media
- Lewis Smithingham**, *President and Partner*, 30 Ninjas
- Malia Probst**, *VR/AR Producer & Connector, Director of Brand Strategy*, VRScout, *Moderator*

Session II: Herscher Hall, Guerin A Live Webcast

**VR-AR/MR ThinkTank - The Deep Dive - Creative - Visionary Experiential Content and Technology**

- Andrew Goldstein**, *CEO / Co-Founder*, Otherworld Interactive
- Edward Button**, *Award Winning Director of Photography and Director*
- Alejandro Dinsmore**, *CEO*, EEVO
- Seth Skolnik**, *COO*, Live Planet

- Bastiaan den Braber**, *President / COO*, SAMO
- Robert Watts**, *Co-founder and Executive Producer*, Light Sail VR
- Ben Mendelson**, *co-founder and president*, Interactive Television Alliance, *Moderator*

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

Track I: Herscher Hall, 3rd Floor, 303-304, Webcast

**Ultimate TV: The OTT, Cross Platform, Multiscreen Experience**

- Erik Ramberg**, *Head of Product Management*, TV Platforms, Media Solutions, Ericsson
- Michael Alexander**, *Strategy & Growth Initiatives*, IBM Global Telecommunications

Industry

- Virginia Juliano**, *CEO & Founder*, CobbleCord
- Nick Colsey**, *Business Development*, Sony Electronics
- Robin Wilson**, *Director*, RW TV
- Jonathan Hurd**, *Dir*, Altman Vilandrie & Company, *Moderator*

Track II: Herscher Hall, 2nd Floor, Room 202

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

- Jason Henderson**, *Sr Mgr, Contracts*, DISH Network
- Russell Schwartz**, *SVP and Head*, Original Programming Business & Legal Affairs, Starz
- Cupid Hayes**, *VP, Business Development*, MCMG; SAG-AFTRA Hollywood Board of Directors
- Anjan Choudhury**, *Partner*, Munger Tolles & Olson LLP
- Vishal Panchal**, *Director*, Digital & Theatrical Distribution, Shout! Factory
- Karen M. Robson**, *Partner*, Pryor Cashman
- Bruce Eisen**, *founder and president*, The Law Offices of Bruce David Eisen
- Michael Sid**, *CEO*, Mediamorph, *Moderator*

Track III: Herscher Hall, 3rd Floor, Room 305

**Crowdfunding Breakthrough: Access to Capital Meritocracy through Reg A+ to Crowdfunding Campaigns for Film - TV - Technology**

**Francis Pollara**, *Strategy & Venture Manager*, Launch  
**Deoné Sulgatti**, *CEO*, Tengia  
**Phil Ashcroft**, *founder and chief creative*, RTSTRY; *Board Member*; BAFTA Los Angeles  
**Jillian Sidoti Esq.**, *Crowdfunding Lawyers*  
**Richard Grover**, *CEO and President*, VaranIDEA  
**Mariana Danilovic**, *Founder and Managing Director*, Hollywood Portfolio, *Moderator*

**1:00 PM - 2:00 PM**

Session I: Haas Conf. Center, Room 172-173, Live Webcast

**Presented by Laduma**

**VR/AR: The Next Normal for News and Non Scripted Content**

**Moderated by: Frank Radice**, *Expert in Residence*, Definition6  
**Jason Farkas**, *VP, Premium Content Video*, CNN  
**Jesse Redniss**, *Chief Innovation Officer*, Turner Broadcasting  
**Tyson Sadler**, *VR Director*  
**Joel Douek**, *ECCO VR and chief scientist*, ManMadeMusic  
**Ben Smith**, *CEO*, Laduma  
**Andrew Hawken**, *CEO*, Mesmerise

Session II: Guerin A, in Herscher Hall, Webcast

**VR/AR as a Branding/Advertising Strategy: The Immersive Experience as Image Maker - Movies/TV/Brand**

**Julie Shumaker**, *VP, Business Development of Advertising*, Unity Technologies  
**Tom Flanagan**, *Chief Content and Innovation Officer*, Big Block  
**Christine Lee**, *VP and GM, Global Business Development*, IMMERSV INC.  
**Jon Simon**, *VP, Integrated Marketing*, Ayzenberg  
**Guy Bedov**, *CEO and Co-Founder*, Sidekick VR  
**Danilo Moura**, *Strategy, Business Development & VR Creative Services*, LOOT Interactive, LLC - VR Production Partner for 8i and Time Inc.'s LIFE VR  
**Cynthia Lieberman**, *Media & Marketing Strategist*, Lieberman Communications, *Moderator*

**The Documentary Festival at Digital Hollywood:** Non-Fiction Programming Across All Media Platforms

**1:45 PM - 2:30 PM**, Magnin Auditorium  
**Presented by PGA Documentary / Non-Fiction Committee**

**The Documentary Today: Expanding Technique and Form**

**Robert Kenner**, *Academy Award-nominated director*, Command and Control, Merchants of Doubt, Food, Inc.)  
**Domini Hofmann**, *Producer/Director/Showrunner* CNN's Declassified Series

**Christopher Leggett**, *producer*, Becoming Bond, The Short Game  
**Grace Lee**, *director*, Off the Menu: Asian America, American Revolutionary: The Evolution of Grace Lee Boggs  
**Svetlana Cvetko**, *Cinematographer*, Inside Job, Red Army, Silicon Cowboys  
**Lesley Chilcott**, *PGA Documentary / Non-fiction Committee, Moderator*

**Sponsored by Women in Film and Digital Hollywood**

**2:00 PM - 5:00 PM**, Herscher Hall, Room 302

**"The ABC of Branding"**

**Hosted by Karene Jullien**

**Part I: 2 PM: BRANDING STRATEGY - What is a brand? Where do I start?**

**Marlene Sharp**, *Producer TV Series*, SEGA America  
**Holly Payberg**, *Producer*, Feathers & Toast  
**Mhairi Morrisson**, *Actress & Creator*, Feathers & Toast  
**Estella Gabriel**, *Founder & CEO*, Second Screen, Inc.  
**Arati Misro**, *Founding Member*, Second Screen, Inc.

**Part II: 3PM: BRANDING CAMPAIGNS**

**Michellene DeBonis**, *Founder*, Zeste Consulting  
**Alex Zeldin**, *Co-Founder and Executive Producer*, French Mustache

**KT McBratney**, *Head of Product Marketing*, Seed & Spark

**Cary Grant**, *Founder & CEO*, Premo Media

**Part III: 4 PM: PROTECTING MY BRAND**

**Ghen Laraya**, *Intellectual Property Attorney and Board Member of WIF*  
**Angela Gyetvan**, *Founder*, Digital Whisper  
**Michael Turner**, *VP of Business & Legal Affairs*, Discovery Communications

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

Track I: Haas Conference Center, Room 172-173, Live Webcast

**Hybrid TV - Delivering the Ultimate TV Experience:**

**Broadcast, Cable, Premium & OTT Content**

**Dan Goman**, *CEO*, OWNZONES Media Network  
**Scott Hancock**, *Vice President, Marketing*, Plex  
**Joey Fulcher**, *Director of Media Logistics across the Americas*, Ooyala  
**Josette Bonte**, *Chief Strategy Officer, CTM: Institute for Communication Technology Management, Marshall School of Business*, University of Southern California  
**Alex Drosin**, *President*, North America, Massive Interactive  
**Dan Sweeney**, *VP, Sales & Marketing*, Nevelex Corp.  
**Thomas K. Arnold**, *publisher and editorial director*, Home Media Magazine, *Moderator*

Track II: Ahmanson Hall, Live Webcast

**Live Stream of Music Festivals and Concerts: Brands, Bands and New Technologies**

**Raymond Leon Roker**, *Executive Producer / Content Creative Director* - Coachella/Goldenvoice, AEG  
**Eddie Vaca**, *CEO*, Amp Live  
**Juan Santillan**, *CEO*, Vantage TV  
**Marc Scarpa**, *founder and Exec Prod / Director*, Simplynew  
**Brian Anderson**, *Global Music Sponsorships Lead*, YouTube





**John J. Petrocelli**, *CEO*, Bulldog Digital Media  
**Kim Owens**, *Founding Editor* | *Digital Media & Entertainment Researcher*, Kaffeine Buzz, *Moderator*

Track III: Herscher Hall, 3rd Floor, Rm 305

**Financing, Packaging & Investment: From Entertainment & Indie Project to Technology & Startups**

**Amy Wan, Esq.**, *Founder & CEO* Bootstrap Legal  
**Diane McGrath**, *Chief Global Strategist*, Falcon Media House  
**Greg Akselrud**, *Partner*, Stubbs Alderton & Markiles, LLP  
**Jason Scoggins**, *President & COO*, Slated, Inc.  
**Jennifer Post**, *Partner*, Thompson Coburn  
**Mark Jeffrey**, *CEO & Founder*, Guardian Circle Inc.  
**Brett M. Brown**, *Managing Partner*, Xsolla Capital  
**Steven Masur**, *Senior Partner*, MG+, *Moderator*

**2:30 PM - 3:30 PM** - The VR-AR Immersive Track

Session I: Guerin A, in Herscher Hall, Webcast

**The Future of Entertainment: VR Story Architects and Experience Designers**

**Jake Sally**, *Director of Immersive Development*, RYOT  
**Eduardo Yeh**, *Co-Founder, Chief Executive Officer*, SELVZ  
**Penka Kouneva**, *Leading Games Composer*, "NASA AR installations", "The Mummy VR at IMAX VR"  
**Ilya Rozhkov**, *film and VR director*, Agent Emerson VR Film Experience  
**Chad Woods**, *Immersive Reality Designer*, Team One  
**Chris Prynosi**, *founder/president*, Titmouse  
**Maggie Lane**, *VR/AR Designer, Moderator*



Session II: Herscher Hall, 3rd Floor, 303-304, Webcast

**VR/AR Production: Advances in Visualization & Experimentation in Cinematic - TV - Ads - Games**

**Brett Leonard**, *Virtual Reality Expert/Creator*, VIRTUOSITY VR (Director - The Lawnmower Man)  
**Edward Dawson-Taylor**, *co-founder*, Edge Visual Studios (VFX, Jurassic World & Jungle Book)  
**Thomas Polson**, *CEO*, 3DPaint/FX  
**Woody Schultz**, *Actor, Producer, Writer and President/Partner*, Winning Swimmer Productions  
**Adam Geoghegan**, *CEO*, Immersia Enterprises Pty, Ltd  
**James Dowaliby**, *Studio and Broadcast Executive*, Light & Edge, *Moderator*

**The Documentary Festival**

**3:00 PM - 3:45 PM**, Magnin Auditorium

**The Feature Documentary Roundtable: Workshopping the Process - Development - Production - Post-Distribution - Marketing**

**Scott Hamilton Kennedy**, *Academy Award-nominated director*, Food Evolution  
**Jon Shenk**, *Co-Director*, An Inconvenient Sequel  
**Jennifer Brea**, *Director*, Unrest  
**Ceyda Torun**, *Director*, Kedi  
**Erica Sardarian**, *Co-Director/Writer/Producer*, Company Town

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

Track I: Herscher Hall, 3rd Fl, Rm 303-304, Live Webcast

**Video Everywhere - Technologies & Platforms - From Over-the-Top TV to 360 Video and Virtual Reality**

**Nathan McGowan**, *Vice President, Product*, The Hollywood Reporter & Billboard  
**Paul Canetti**, *founder and CEO*, MAZ  
**Thomas K. Arnold**, *publisher and editorial director*, Home Media Magazine  
**Steven Harnsberger**, *President*, OTT Digital Services, Inc.  
**Peter Dawidzik**, *VP of Media and Service Providers*, Qello  
**Jeffrey Stansfield**, *President and CEO*, Advantage Video Systems  
**Phoenix Gonzalez**, *co-founder and President of Sales*, dotstudioPRO  
**Lauren Cole**, *President*, Cole Media, *Moderator*

Track II: Herscher Hall, 3rd Floor, Room 305

**Content Rights, Licensing and Technology Solutions in Media and Entertainment: Implementation of Technology Strategies**

**Robin Wilson**, *VP of Business Development*, NAGRA  
**Tamerlin Godley**, *Partner, Munger, Tolles & Olson*  
**Graham M Oakes**, *CEO*, Media Science International; *Chairman*, Digital Watermarking Alliance  
**Joe Moschella**, *Head of Business and Legal Affairs*, Jukin Media  
**Rajan "Raj" Samtani**, *Founder and VP of Business Development*, Tengence LLC, *Moderator*

**Women's International Music Network & Daisy Rock Girl Guitars Present**

**3:50 PM - 5:00 PM**, Haas Conference Ctr - Room 171

**Real World Solutions for Creating Inclusive Content**

**Tish Ciravolo**, *President and Founder*, Daisy Rock Girl Guitars

Rock Girl Guitars

**Janet Billig Rich**, *Artist Manager, Music Supervisor, Producer, and Tony Award-nominated Broadway theater producer*  
**De Ivett**, *CEO + Biz Dev*, 5D Spectrum  
**Amberly Crouse**, *Senior Director - Creative & Marketing*, BMG Production  
**Evelyne Ouellet**, *Chief Marketing Consultant*, SAFIRA Entertainment Marketing

**4:00 PM - 5:00 PM**

Session I: Guerin A, in Herscher Hall, Webcast

**Innovating in VR-AR-Immersive Production - The Amazing Journey of Imagination, Gear and Innovation**

**Daniel Kenyon**, *Founder/CEO*, Furious M  
**Ryan Moore**, *CEO*, Experience 360°  
**Keram Malicki Sanchez**, *Executive Director*, VRTO Virtual & Augmented Reality World Conference & Expo (Toronto), Director, FIVARS  
**Matthew Celia**, *Managing Partner and Creative Director*, Light Sail VR

**Amanda Shelby**, *VR Producer*, (Disney's Beauty and the Beast Red Carpet Show, Obama's Farewell Address, Hyundai SB 2017 Commercial)

**BJ Schwartz**, *co-founder*, Vanishing Point Media

**Jessie Kim**, *CEO*, Prosper VR

**Larry Rosenthal**, *President, Creative Director*, CubeVR, Moderator

**The Documentary Festival at Digital Hollywood:** Non-Fiction Programming Across All Media Platforms

**4:15 PM - 5:00 PM** - Magnin Auditorium

**The Documentary Market Roundtable: New Platforms, Branded Content, Cutting Edge Technologies and Audience Impact**

**Oren Katzeff**, *Head of Programming*, Tastemade

**Dan Leonard**, *Supervising Producer*, *Indigenous Media*, 60 Second Docs

**John Zhang**, *EVP Marketing*, *Indigenous Media*, 60 Second Docs

**Chris Uettwiller**, *CEO*, Dirty Robber

**Ryan Templeton**, *Head of Content*, Not Impossible Labs

**Chris Denson**, *Director*, *Ignition Factory*, *Omnicom Media Group*, *Host*, Innovation Crush

**Mark Vega**, *CKR LAW*, *Partner*, *Entertainment, Technology & New Media*, Moderator

**5:00 - 6:15 PM** - Open to all attendees

**End-of-Day Reception** – Taper

Courtyard

Outdoor Area In Front of Haas Conference Center

**5:30 PM - Check In** - Haas Conference

Ctr, Room 171

**6:00 PM - 8:00 PM**

**AWM SoCal Celebrates: Scholarship Recipients & Film**

**Winners** - Open to Digital Hollywood attendees and AWM SoCal members + guest.



**Presented by PGA Documentary / Non-Fiction Committee**

**Feature Screening**

**6:00 PM - 8:30 PM**, Magnin Auditorium

**AN INCONVENIENT SEQUEL with former Vice President Al Gore**

**Paramount Pictures, Participant Media**

Q&A with Directors **Jon Shenk** and **Bonni Cohen**

Participant Media, *speaker to be announced*

**6:00 PM – 9:00 PM**

Herscher Hall, Guerin C, Additional Ticket Required

**Hosted by: by Mars City Design LLC & Mars City Foundation**

**Mars City Gala Award Ceremony 2017**