

2018 Media Summit • New York

March 7th - 8th, 2018

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 7th, 2018

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

Breakfast and Welcome

10:00 - 10:45 AM

Grand Ballroom (4th Floor)

Opening Keynote Roundtable

The Power of OTT, Influence and the Internet: Accelerating Brand Value

With consumers accessing content on all platforms, Mobile – TV - PC, the industry is experiencing a 24/7 multiplier effect on its brand and influence connection. The recent SuperBowl ads were best judged not only by TV Impressions but by Social Media Impressions as well, all of which far exceeded the reach of the actual programming itself. With this in mind we might get a glimpse of why ATT is merging with Time Warner. What is clear is that we are in an expanding universe of content, technology and brand value.

Margo Plotkin, *Digital Talent & Packaging Agent*, CAA Creative Artists Agency

Vikram Bhaskaran, *Head of Market Development*, Pinterest

Rajan Mehta, *EVP & Chief Technology Officer*, WWE

Beau Avril, *Global Head of Sales & Commercialization*, FameBit By YouTube

Pete Stein, *General Manager*, Fullscreen

Brandon Berger, *Chief Business Officer*, theSkimm

Moderator - Nick Van Amburg, *VP, Ad Innovation*, The New York Times

11:00 AM - Noon

Session A: Grand Ballroom (4th Floor)

The VR-AR-MR ThinkTank: Breaking the Boundaries of the Imagination

From CES and Tribeca to Cannes and Sundance VR/AR continues to dominate the conversation. VR/AR is transforming everything from entertainment and advertising to gaming and education. These are technologies that come along once a generation and capture the imagination of the world. In this session, we are pleased to welcome a group of the foremost experts in the field.

Joanna Popper, *Global Head of VR, Location Based Entertainment*, HP

Lora Feinman, *VP of Sales*, Jaunt VR

Aaron Luber, *Head of AR/VR Content Partnerships*, Google

Jason Farkas, *VP of Premium Content Video*, CNN

Jesse Redniss, *Chief Innovation Officer*, Turner Broadcasting
Moderator - Frank Radice, *Expert in Residence*, Definition6, ManMadeMusic

Session B: Prague Room A, 3rd Floor

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

At its core the TV industry has always been about video delivery. But now Internet TV and mobile are an equal part of the consumer package. In this session we will explore the comprehensive video and commerce strategy being developed for the consumer.

Nancy Lane, *Senior Executive Producer*, CBS News Digital

Erik Ramberg, *Head of TV Platform Product Management*, Ericsson Media Solutions

Christopher Mack, *Vice President and Head of Scripted Content*, Stage 13 & SVP, Warner Bros. Television

Andrew Tucker, *Manager, New Partner Development North America*, Google

Dawn Williamson, *SVP of Sales*, Vice Media

Moderator - Sharon Harris, *Senior Manager*, Deloitte Consulting LLP

11:00 AM - Noon, The Library, 3rd Floor

The Influencer Awards - Developing, Criteria, Categories and Voting

Elizabeth Kiehner, *Senior, Global Design Services Director*, IBMiX

Andrea Kinloch, *SVP Business Development*, FBE

Chris Detert, *President*, Influential

Tania Yuki, *CEO*, Shareablee

Melissa Anderson, *President and Co-Founder*, Public Good

Moderator - Victor Harwood, *President*, Digital Hollywood

12:30 PM - 1:45 PM

Session A: Grand Ballroom (4th Floor)

VCS, Private Equity and Corporate Investments: The Funding and Accelerating the Digital Marketplace

Join a group of influential players in the media, entertainment and tech finance worlds for an enlightening look at growth areas in our industry. They reveal where the value and opportunities are, who's investing and where the space is headed.

Scott Levine, *Managing Director*, Time Warner Investments

Chris Fralic, *Partner*, First Round

Gregory Bedrosian, *Managing Partner & Co-CEO*, Drake Star Partners

Sam Landman, *Managing Director*, Comcast Ventures

Michael LaSalle, *Partner*, Shamrock Capital Advisors

Moderator - Mike Vorhaus, *President*, Magid Advisors



Session B: Prague Room A, 3rd Floor

Audience & Social Intelligence, AI, Analytics and Advertising: The Industry Game Changer

The intersection of AI, Analytics, cognitive computing with programming and advertising has opened the door to an entirely new world of technology and consumerism. We are only just beginning to understand the meaning, implications and competitive advantage of advanced digital intelligence.

Jason Jercinovic, *Global Head of Marketing Innovation*, Havas

Ben Tatta, *Co-Founder and President*, 605

Jennifer Cooper, *Director of Industry Strategy in Media and Entertainment*, Adobe

Alana (Davis) Brown, *Global Product Partnerships*, Google

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

Ryan Detert, *CEO*, Influential

Moderator - Mark Kapczynski, *President*, Storymill

2:15 PM - 3:30 PM

Session A: Grand Ballroom (4th Floor)

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

Brands, entertainment content, celebrity talent, new media startups and big marketers are teaming up in new ways for cross-platform success. Hear from top executives leveraging pop culture and content to connect with consumers.

Evan Sroka, *Co-Head, Global Client Strategy*, Creative Artists Agency (CAA)

Kim Martin, *CEO/Executive Producer*, Rock Shrimp Productions (Bobby Play Partner)

Jon Collins, *President, Integrated Advertising*, Framestore (Visual Effects "Gravity" "Dark Knight")

Bonnie Fuller, *President and Editor-in-Chief*, Hollywoodlife.com, and *PMC Senior Advisor*

Michael Heller, *CEO & Founder*, Talent Resources

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

Session B: Prague Room A, 3rd Floor

The Disruption: The OTT Multiscreen Experience – Internet TV Goes Mainstream

Netflix, Amazon and YouTube have officially altered the television experience. HDMI and the Internet have forever broken the barrier of the cable bundle as well as the technologies involved in the distribution of video and the devices and platforms most popular with viewers.

Bruce Tuchman, *Media Entrepreneur and Executive*

Brian Hunt, *Corporate VP, Business Development*, Premion, a Division of TEGNA

Fabian Birgfeld, *founder and partner*, W12 Studios

Jon Dakss, *Chief Digital Officer*, EPIX

Steven S. Oh, *Chief Business Officer*, The Young Turks

Moderator - Jonathan Hurd, *Director*, Altman Vilandrie & Company

2:15 PM - 3:30 PM, The Library, 3rd Floor

The Influencer Lifestyle - Defining Your Life - Your Voice - Your Future

Matthew Kaplan, *Senior Vice President, Digital Ad Sales*, Univision Communications Inc.

Iman Oubou, *Founder and CEO*, SWAAY

Shaine Griffin, *Commercial Strategist*, SAG-AFTRA

Adam Wescott, *Partner and Co-Founder*, Select Management Group

Mae Karwowski, *CEO*, Obvious.ly

Keith D. Pape, *CEO*, YellowPike Media

Moderator - Aaron Ru, *Creator Business Development and Strategy*, Pinterest

3:50 PM - 5:00 PM

Session A: Grand Ballroom (4th Floor)

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. Brand Marketing is transforming into Influence Marketing and the

growing one-to-one consumer relationship is becoming ever stronger and more powerful.

Dan Levi, *EVP, Chief Marketing Officer*, Clear Channel Outdoor

Michael Rosen, *SVP, Sales*, New York, Foursquare

Russ Freyman, *Head of Partnerships, Emerging Markets*, Google

Thaddeus Kromelis, *VP, BI Studios*, Business Insider

Adam Shlachter, *Chief Marketing Officer for Advertising and Creative Services*, Group Nine Media

Moderator - Tom Flanagan, *Chief Content and Innovation Officer*, Big Block



Session B: Prague Room A, 3rd Floor

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

TV, news, sports and music are being transformed by VR/AR as both programming and advertising. Add 360 Video, a first generation mobile VR/AR that doesn't require a headset to Google, Samsung, HTC and Oculus headsets and you have a phenomenon.

Jared van Fleet, *Director of New Business*, FAKE LOVE | A New York Times Company

Christine Cattano, *Global Head of VR*, Framestore's VR Studios, Framestore (Visual Effects "Gravity" "Dark Knight")

Mia Tranz, *Managing Editor of LIFE VR*, TIME

S. Jason Prohaska, *Managing Director*, MediaMonks New York

Ronnie Polidoro, *Supervising Producer, Digital Video*, ABC News

Moderator - Steven Masur, *Senior Partner*, MG+

5:00 PM – 6:00 PM, Grand Ballroom (4th Floor)

Media Summit Networking Reception

Evening Dinner Event**Wednesday, March 7th, 2018****6:15 PM - 8:30 PM** - Additional Ticket Required**Media Industry Roundtable****Fred Santarpia**, *Chief Digital Officer*, Condé Nast**Rob Hayes**, *Executive Vice President Digital* - NBCUniversal Media, LLC**Tom Goodwin**, *Executive Vice President-Head of Innovation*, Zenith Media**Mike Vorhaus**, *President*, Magid AdvisorsIntroduction - **Victor Harwood**, *President*, Digital Hollywood
Moderator - **Shahid Khan**, *Co-Founder and Vice-Chairman*, Mediamorph, Inc.**Thursday, March 8th, 2018**

Thursday's Theme:

"Innovation in the Media & Advertising Industry"

9:15 AM - 10 AM - Morning Reception & Food Service**10:00 AM - 11:00 AM**

Session A: Grand Ballroom (4th Floor)

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

The advertising and VR/AR industry was a partnership waiting to happen. The immersive experience on all platforms, from smartphones and tablets to headsets and a vast array of holographic experiences may in the future be the best relationship between brand and consumer ever devised.

Jake Sally, *Director of Immersive Development*, RYOT**Jake Lee-High**, *CEO/Creative Director*, Future Colossal (Immersive for BMW, Showtime, Jay Z, Disney, and Citi Bank)**Tony Mugavero**, *CEO*, Littlstar**Nicholas Longano**, *CEO and Founder*, Hourglass Technologies**Dana Porter**, *co-founder and CMO*, Inception**Sunny Midha**, *Media & Technology Investment Banking*, Houlihan LokeyModerator - **Ted Cohen**, *Managing Partner*, TAG Strategic llc

Session B: Prague Room A (3rd Floor)

Indie TV – OTT and Streaming - The Gateway to the Media and Entertainment

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.

Kathleen Barrett, *GM, OTT*, Vimeo**Alex Nahai**, *founding partner, 420TV and CEO*, Alex Nahai Enterprises**John Caldwell**, *SVP, Product Management & Corporate Business Development*, Synacor**Jacqueline Corbelli**, *Founder & CEO*, BrightLine**Matt Smith**, *Principal Evangelist, Media Business Unit*, BrightcoveModerator - **Michael Goodman**, *Director, Digital Media Strategies*, Strategy Analytics**11:15 AM - 12:15 PM****Keynote Roundtable** - Grand Ballroom (4th Floor)**The Future of Media: The Transformation of Content, Technology and Advertising****Chris Linn**, *president*, truTV, Turner Entertainment**Marc Hustvedt**, *CEO*, Above Average**Michael Schwimmer**, *president/CEO*, Fuse MediaModerator - **Rob Aitken**, *U.S. Advisory Leader, Media & Entertainment*, Deloitte & Touche LLP**1:00 PM - 2:00 PM**

Session A: Grand Ballroom (4th Floor)

Media, Entertainment Content & Advertising Strategies - Addressing a Multi-Platform Universe

From the announced mergers and acquisitions in the media and technology industries, the need to merge great content and advertising networks across massive technology platforms appears to be the desired outcome. The result is greater investment and freedom for content companies to create new and exciting projects on all platforms, from TV to Mobile, even AR/VR/MR. And similarly, the advertising industry is being challenged to create branding and ad content equal to the most creative programming content.

Robert Rodriguez, *CEO*, Natcom**Elizabeth Kiehner**, *Senior, Global Design Services Director*, IBMiX**Scott Brown**, *SVP Technology & Strategic Relations, Engineering & Technology*, The Nielsen Company**Conor Brady**, *Chief Creative Officer*, Critical Mass, an Omnicom Agency**Chris Tolles**, *CEO*, TopixModerator - **Terry S. Bienstock**, *CEO*, Mobilactive Media, LLC.

Session B: Prague Room A, 3rd Floor

Influencer and Brand - Establishing the Social Conversation, Personal Mission and Collaborative Experience**Katharina Kowalewski**, *Founder & Owner*, Netwok KO**Greta McNaney**, *Award-Winning Filmmaker and founder*, Blue Fever, Inc.**Roland Hamilton**, *Chief Revenue Officer*, Kin Community**Lisa Tawil**, *VP of Marketing and Communications*, ITVS (Independent Television Service, Funded by Corporation for Public Broadcasting)**Kara Dake**, *Founder*, FeelTankModerator - **Karina Karsten**, *CEO*, Love TV

2:20 PM - 3:30 PM**Session A:** Grand Ballroom (4th Floor)**The Social Media Transformation = Facebook, Instagram, Snapchat**

Social media, viral and influencer campaigns dominate today's mobile strategy. It's a 24/7 blitz. From "Influencer" comings-and-goings to "Urgent News Alerts", the mobile connection may be the consumer's most consistent and lasting relationship. Dependence on the smartphone is the bottom line of marketing.

Angelita Sierra, *Sr. Director, Brand Partnerships*, theAmplify**Jesse Kirshbaum**, *CEO*, NUE Agency**Shawn Kallet**, *VP Sales*, Branded Entertainment Network (BEN)**Adam Cohen-Aslatei**, *VP, Marketing*, Jun Group**Steven S. Oh**, *Chief Business Officer*, The Young Turks ("TYT")**Ceslie Armstrong**, *Executive Content Producer*, Quarter*Moon Productions*, YOLO TX Show*Moderator - Tania Yuki*, *CEO*, Shareablee**Session B:** Prague Room A, (3rd Floor)**Augmented Reality – Innovation in Retail - Fashion - Media - Wellness - Navigating the Future**

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. The first of the AR Apps are filtering into the pipeline and the excitement level is high. That is a big deal and only a harbinger of AR things to come.

Glen Roth, *Head of Shopping Business Development for AR*, Google**Michael Leventhal**, *Partner*, Holmes Weinberg, P.C.; *former, Chief Legal Officer and VP*, Magic Leap**Nathan Pettyjohn**, *CEO*, Aisle411**Ronnie Polidoro**, *Supervising Producer*, *Digital Video*, ABC News**Samuel Snider**, *Creative Technologist (CT)*, MediaMonks New York**Wayne Liu**, *GM and VP of Business Development*, Perfect Corp. (AR for L'Oréal)*Moderator - Ariella Lehrer, Ph.D.*, *President*, HitPoint Studios**3:45 PM - 5:00 PM****Session A:** Grand Ballroom (4th Floor)**Branded Media and 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.

Amy Romero, *CMO*, CreativeDrive**Randy Sherman**, *COO*, David Zucker Entertainment**Andy Marks**, *President*, Marks Entertainment + Media**Vince Errico**, *the Chief Digital Officer*, Trusted Media Brands**Melissa Anderson**, *President and Co-Founder*, Public Good**Stacy Greco**, *VP of Brand Strategy*, Sweetie High*Moderator - Lori Amos*, *Founder*, Scout 22**Session B:** Prague Room A, (3rd 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 and Augmented 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/AR 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.

Eduardo Yeh, *Co-Founder, CEO*, Selvz**Thomas Wallner**, *CEO*, Liquid Cinema Inc. and DEEP Inc.**Ewan Johnson**, *Chief Creative Officer*, Arcturus**Debra Anderson**, *Co-founder & Chief Strategy Officer*, datavized**Alina Mikhaleva**, *Co-Founder & Managing partners*, Spherica**Lynn Rogoff**, *founder*, AMERIKIDS USA**Alejandro Dinsmore**, *CEO*, EEVO*Moderator - Edward Button*, *"Artist in Residence,"* Technicolor NY