The Strategic Track: I
"The Internet-Hollywood-Network Connection - Ubiquitous Broadband - Ubiquitous Content"

10:45 AM - Noon
Workshop I: Library, 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 emerge.

Jamie Elden, Chief Revenue Officer, Lin Digital
John Bishop, CTO of Media, Akamai
Don Wilcox, Vice President, PBS Digital

Jim Flynn, President, Overlook TV
Gregory Fischbach, Executive Chairman, Rabbit
Paul DiGiacomo, Sr. Director, Video, Content, and Advertising Business Development, AT&T
Jonathan Hurd, Director, Altman Vilandrie & Company, Moderator

12:30 PM - 1:45 PM
Session A: Grand Ballroom (4th Floor)

The Power of YouTube: Unlocking the Power of Programming, Premium Content and Advertising

In the past year, YouTube has evolved from being a massive repository of extraordinary video content, to a massive repository of content channels produced in partnership with everyone from the primetime TV networks and primary Hollywood brands - both free and Premium - to start-ups, indie production as well as being the long tail of millions of hours of global video production and spontaneity. YouTube is re-writing the future of Television including advertising, subscription and other revenue models and it’s all happening today!

Amy Singer, Head of News Partnerships, North America, YouTube
Drew Buckley, Chief Operating Officer, Electus
Stephanie Horbaczewski, CEO, StyleHaul
TJ Marchetti, GMO, AwesomenessTV
Shahrad Rafati, Founder & CEO, BroadbandTV
Rob Donnell, Founder and CEO, BrandArc
Kathleen Grace, Chief Creative Officer, New Form Digital (Venture Formed by Brian Grazer, Ron Howard, Discovery & CAA)
Mark Allenbach, Vice President, Frank N. Magid Associates, Moderator
Session B: Prague Room A, 3rd Floor


*Jon Housman, CEO, Ora TV*
*Gil Goldschein, President, Bunim Murray Productions*
*Pete Spande, CIO, Business Insider*
*Gene Hoffman, Chairman and Chief Executive Officer, Vindicia*
*Mara Winokur, Senior Vice President, Starz*
*Shawn Gold, Advisor, Wattpad.com, Moderator*

**The Strategic Track: I**
"The Internet-Hollywood-Network Connection - Ubiquitous Broadband - Ubiquitous Content"

*12:30 PM - 1:45 PM*

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

**Multi-Screen: Strategies for ConnectedTV Technology and Content**

We have entered the age of all video all the time. Video is no longer a manifestation of TV, video is a web experience, a mobile experience, as well as an IPTV, Cable and Satellite experience. Video is how consumers relate to the world. The conversion to the all-video culture has been so quiet and so quick, the implications of what an all-video culture may mean is only first becoming part of the national business and intellectual conversation. In this session, we are delighted to bring a group technology and communication experts who - through their own experience - have defined how the multi-screen universe has taken shape.

*Michael Goodman, Director, Digital Media Strategies*
*Chris Wagner, Executive Vice President and Co-Founder, NeuLion*
*Jens Loeffler, Principal Technical Evangelist for Video Solutions, Adobe*
*Steve Ehrlich, Business Development, Hewlett Packard*
*Rahul Mehrotra, Senior Product Strategist, Clearbridge Mobile*
*Rick Doherty, co-founder and Director, The Envisioneering Group, Moderator*

**The Strategic Track: II**

**Financing Strategies, Cinema, 1st Floor**

*12:30 PM - 1:45 PM*

**Valuing and Financing Media & Technology: From Corporate Strategic Investment and Mergers to VC & Equity**

*Robert C. Raciti, Managing Director, EFA Partners LLC*
*René Bourdages, CEO, Elevated Media, Inc.*
*Allison Goldberg, Vice President & Managing Director, Time Warner Investments*
*Olivier Manuel, Managing Director, Innovate Accelerate*
*Jonathan Marino, Wall St. Correspondent, TheStreet.com, Moderator*

**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.

*Paul Kelly, Vice President, Music Brand Sales, Viacom Music and Logo Group*
*Nick Mehra, Head of Global Media + Entertainment Partnerships, Spotify*
*Harvey Schwartz, SVP of Talent, WhoSay*
*Melissa Palazzo-Hart, President, Ant Farm*
*Abby West, Managing Editor, Essence.com*
*Lisa Birnbach, Award-Winning Journalist and Bestselling Author*
*Steven Masur, Partner, Cowan DeBaets Abrahams & Sheppard LLP, Moderator*

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

**PEOPLE - The Legendary Brand Transforms into a Cross - Platform Content & Advertising Power**

*Will Lee, Digital Editorial Director, PEOPLE.COM and EW.COM*
*Suejin Yang, VP/General Manager, Digital Entertainment, PEOPLE and Entertainment Weekly*
*Anne Toal, Associate Publisher, PEOPLE Digital*
*Michael Sebastian, Media Reporter, Advertising Age, Moderator*

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

**Strategic Track: I The Library, 3rd Floor**
"The Internet-Hollywood-Network Connection - Ubiquitous Broadband - Ubiquitous Content"

**Hybrid TV - Delivering the Ultimate TV Experience: Broadcast, Cable, Premium & OTT Content**

Hybrid TV presents to the consumer a new reorganized option in video viewing. It represents TV on all platforms - TV - Mobile - PC - packaged in options from free to high end premium subscription. In the future the consumer will no longer be forces into one video viewing option. Video content will be delivered at multiple price points on multiple platforms.

*Mark Vena, Worldwide Vice President Marketing, Sling Media*
*Doug Craig, VP, Programming, Roku*
*Jim Monroe, co-founder and SVP of Programming, Net2TV*
*Scott Campbell, Sr. Global Director, Design Thinking With SAP*
*Peter Gerrard, Director of Audience Development and Content, Vimeo*
*Martin Focazio, Managing Director, Strategic Services, EPAM*
*David Leibowitz, Managing Partner, CH Potomac, Moderator*
3:50 PM - 5:00 PM
Session A: Grand Ballroom (4th 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.

Rachel Baumgarten, Senior Vice President of Integrated Marketing, Music Group, Viacom Velocity
Mike Wiese, Director of Branded Entertainment, JWT
Matt Doherty, Associate Director, Global Digital Creative Development, Ogilvy & Mather
Josh Richman, CMO, DailyMail.com
Greg Rivera, Senior Director, Advertiser Solutions, Microsoft
Sami Viltamäki, Executive Director of Digital, Havas Worldwide NY
Tom Flanagan, (former) EVP, Entertainment, Leo Burnett, Moderator

5:00 PM - 6:00 PM, Open to all Summit Attendees
End-of-Day Reception, Grand Ballroom (4th Floor)

6:15 PM - 8:30 PM, Evening Dinner - by invitation
The Future of Advertising Roundtable, 3rd Floor
Sponsored by Cablevision Systems Corporation

Ben Tatta, President, Media Sales, Cablevision Systems Corp.
Nelson Freitas, Chief Strategy Officer, Wunderman New York
Tom Goodwin, SVP Strategy and Innovation, Havas Media
Shahid Khan, Chairman and Chief Strategist, MediaMorph, Inc., Moderator
Thursday, March 5th, 2015
7:30 AM - 9:00 AM, Open to all Summit Attendees
Standard & Poor's Media, Entertainment, and Cable Industry Breakfast Briefing

Speakers to be announced

9:30 AM - 10:30 AM
Keynote Roundtable: Grand Ballroom (4th Floor)
The Media Industry Equation - Brands, Advertising and the New Platforms
Mike Federle, COO, Forbes Media
David Freeman, Co-Head of Digital Packaging Group, Creative Artists Agency (CAA)
Caroline Little, president and CEO, Newspaper Association of America
Guy Vidra, Chief Executive Officer, The New Republic
Diane Brady, former, Senior Editor, Bloomberg, Moderator

10:45 AM - Noon
Session A: Grand Ballroom (4th Floor)
Media Strategies - The Multi-Platform Brand - Video/TV, Magazines, News & Music - The Merger of Traditional Media and New Media
Julian March, SVP of Editorial and Innovation, NBCNews.com
Nancy Lane, Executive Producer, CBSNews.com
Gabe Kleinman, Head of Product Marketing, Medium
Kari Kim, Vice President, Development, HLN
Steve Sobel, Global Director of Media Solutions, Salesforce
Terry S. Bienstock, CEO, Mobilactive Media, LLC., Moderator

Session A: Grand Ballroom (4th Floor)
The Internet - Media - Hollywood Connection - Ubiquitous Broadband - Ubiquitous Content
Maria Hale, Vice President Television, Head of Content Distribution and Pay TV, Corus Entertainment
Zuania Capo, Executive Editor, PeopleEnEspanol.com
Sam Notowitz, Executive Director of Marketing, Feeln, a Hallmark Company
Jimmy Jellinek, Chief Content Officer, Playboy Enterprises
Sean Bunner, VP, New Business Development, HSN
Tom Bannister, Founder, SXM
Tim Hanlon, Founder and CEO, The Vertere Group, LLC., Moderator

Session B: Prague Room A (Third 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!"
Nicholas Longano, CEO, OTT Networks (Paula Deen Network)
David Shadrack Smith, Founder/Director, Part2 Pictures (Exec. Producer, This is Life with Lisa Ling (CNN), Oprah Winfrey presents “Belief,”)
Wes Williams, Director, Product Management, Scripps Networks Interactive
Mitch Askenas, SVP of Commercial, Americas, Piiksel
Kurt Knutsson, CyberGuy, Author, Investor, Broadcaster
Sun Jen Yung, Managing Director, Headwaters MB, Moderator

The Strategic Track I
Media & Advertising in Transition
10:45 AM - Noon
Workshop I: The Library, 3rd Floor
Social Advertising & Platform Integration - Driving Brand Awareness and Boosting Campaign ROI
Paid social campaigns are gaining momentum among brands and are expected to top $9.2 billion by 2016. Without question, analyzing and tapping social data can drive strong advertising ROI and positioning brands vis-à-vis Facebook, LinkedIn and Twitter is big business.
Paul Langtry, Senior Manager for Advertising Solutions, Adobe
Natalie Novak, Agent, Digital Media Department, United Talent Agency
Dan Aversano, SVP, Client and Consumer Insights group, Turner Broadcasting’s Ad Sales
Reid Genauer, CMO, Magisto
Sean O’Neal, President, Adapty
Shivone Guadalupe, Account Manager, Beeby Clark+Meyler
Tania Yuki, Founder and CEO, Shareablee, Moderator

12:30 PM - 1:45 PM
Session A: Grand Ballroom (4th Floor)
The Internet - Media - Hollywood Connection - Ubiquitous Broadband - Ubiquitous Content
Maria Hale, Vice President Television, Head of Content Distribution and Pay TV, Corus Entertainment
Zuania Capo, Executive Editor, PeopleEnEspanol.com
Sam Notowitz, Executive Director of Marketing, Feeln, a Hallmark Company
Jimmy Jellinek, Chief Content Officer, Playboy Enterprises
Sean Bunner, VP, New Business Development, HSN
Tom Bannister, Founder, SXM
Tim Hanlon, Founder and CEO, The Vertere Group, LLC., 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 can reach countless consumers across multiple platforms in new and scalable formats using innovative monetization strategies and programs. The new generation of tablets, smartphones and eReaders is fostering an ever-expanding universe of content creation, consumption and, ultimately, a revolutionary business model for content creators.
Scott Brown, SVP Technology & Strategic Relations, Engineering & Technology, The Nielsen Company
Jennifer A. Perry, Vice President of Worldwide Publishing, Sesame Workshop
Rangu Salgame, CEO, Tata Communications Growth Ventures and Service Provider
Alex Limberis, VP, Business Development, Next Issue Media (Joint Venture of Condé Nast, Hearst, Meredith, Rogers and Time Inc.)
2:15 PM - 3:30 PM
Session A: Grand Ballroom (4th Floor)
**Branded Media Marketing - Across Platforms**
- TV, Film, Broadband, Mobile, Virtual Economics, Music and Games - Reinventing the Commerce & Media Model
With the attention of the consuming being assaulted by a host of great technologies - from games and broadband to tablets - devices as well as content programming, the task of the client, the agency and content provider raising their message above the clutter is daunting. With every challenge, however there exists the opportunity to reinvent the process, and in the evolving world of branded media marketing, the creativity at hand is impressive. The industry's TV, music, wireless, film and broadband marketing teams are reinventing the world of entertainment, branding and marketing. In this session, we will gain further insight into the structures of our industry's future.

**Alex Arata**, President, Mofilm North America
**James Heckman**, CEO, Scout Media

**Andy Marks**, President, Marks Entertainment + Media (former Managing Director of MATTER, Inc.)
**Alexandra Lutz**, VP Strategy, Huge
**Scott Grimes**, CEO and Co-Founder, Woven
**Scott Singer**, Managing Director, DDG
**Jennifer Betka**, Senior Vice President of Marketing, Wikia, Moderator

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3:45 PM - 5:00 PM
Session A: Grand Ballroom (4th Floor)
**Broadcasting without Borders: Players in the New Guard of Broadcasting, Branding and Content Networks**

We don't have TV shows. We have video content and video platforms. Broadcasting truly has no boundaries and the relationship of brands and advertisers to the new video reality is it transforming. The new world is being invented every day.

**Heidi E. Lehmann**, Founder - SWSIMedia, "QueenBee" on OraTV

**Janet Brown**, CEO, FilmBuff
**Malcolm CasSelle**, CEO, Timeline Labs
**Jeffrey Thompson**, Vice President, Head of Market Development, Parrot Analytics
**Greg Diefenbach**, Co-founder, XiveTV
**Perrin Kaplan**, Principal, Zebra Partners, Moderator

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**Bernie Davis**, Director of Partner Relations, SmartNews
**Scott Kinzie**, VP of Marketing, issuu
**Ted Cohen**, Managing Partner, TAG Strategic Llc, Moderator

**The Strategic Track**
**Media & Advertising in Transition**
12:30 PM - 1:45 PM
**Workshop I: The Library, 3rd Floor**
**Location-Based Monetization: Beacons: The Next Big thing in Marketing**

**Bant Breen**, CEO, Qnary
**Arjun Reddy**, VP of Business Development, Touchtunes
**Rick Erwin**, President, Experian Marketing Services
**Lior Ganel**, CEO, Bluvision

**Mark J. Kapczynski**, Chief Operating Officer, Kontrol Media, Moderator

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**The Workshop**

**Sympozium**

**Ted Roheng**, Managing Partner, TAG Strategic Llc, Moderator