

# 2015 Media Summit • New York

March 4-5, 2015

Location: Bohemian Hall, The Czech Center, New York

"The State of the Media Industry"

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

**IV. The Cinema** - Lobby Level, 1st Floor

**The Complete Conference Agenda**

**Wednesday, March 4th, 2015**

**10:00 AM - 10:30 AM**

**Breakfast and Welcome**

**10:45 AM - Noon**

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

**Financing and Investing in the Future:**

**Investment & Mergers - Leadership in Media,**

**Entertainment & Technology:**

**Broadband, Social Networks, Mobile and Games**

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

**Matt Freeman**, *Operating Partner*, Bain Capital

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

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

**Tuna N. Amobi**, *Director*, S&P Capital IQ, New York

**Mark A. Boidman**, *Managing Director*, PETER J SOLOMON COMPANY

**Orlando Setola**, *Principal*, Deloitte Transactions and Business Analytics LLP and *Global Financial Advisory Services Leader*, Technology, Media & Telecommunications, Deloitte LLP, Moderator

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

**Native & Contextual Strategies: From Youtube & Facebook Programming and OTT Delivery to Mobile**

**Julie Hansen**, *COO*, Business Insider

**Caroline Little**, *president and CEO*, Newspaper Association of America

**Peter Naylor**, *SVP Advertising Sales*, Hulu

**Jessica Sibley**, *Vice President*, Advertising Sales, Forbes Media

**Jesse Redniss**, *Co-founder*, BRaVe Ventures

**Linda Ong**, *CEO*, TruthCo

**Frank J. Radice**, *Expert in Residence*, Definition 6, Moderator

**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 emerges.

**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**, *CMO*, AwesomenessTV

**Shahrazad Rafati**, *Founder & CEO*, BroadbandTV

**Rob Donnell**, *Founder and CEO*, Brand Arc

**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**

**Hollywood and Media Challenge: Platforms and Convergence - Programming, Monetization and Commerce in a Cross Platform Universe**

**Jon Housman**, CEO, Ora TV  
**Gil Goldschein**, President, Bunim Murray Productions  
**Pete Spande**, CRO, 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, Elevado 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 forced 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



**The Strategic Track: II**

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

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

**New York - The Silicon Alley Investment, Growth & Media Accelerator - Strategies in Investment, Finance and Partnerships**

- Peg Jackson**, *Managing Director*, Mooreland Partners
- Sun Jen Yung**, *Managing Director*, Headwaters MB
- Jay MacDonald**, *CEO and Co-Founder*, Digital Capital Advisors
- Art Chang**, *Founder and CEO*, Tipping Point Partners
- Brad Hargreaves**, *co-founder*, General Assembly and Venture Partner, Maveron
- Caroline Ghosn**, *Co-founder and CEO*, Levo
- Adam J. Plotkin**, *Partner*, ff Venture Capital, 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 Viitamäki**, *Executive Director of Digital*, Havas Worldwide NY
- Tom Flanagan**, *(former) EVP, Entertainment*, Leo Burnett, Moderator

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

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

- Emil Rensing**, *Chief Digital Officer*, EPIX
- Ben Grad**, *Content Strategy & Acquisition - FiOS TV*, Verizon Communications
- Bill Martens**, *Vice President and General Manager, News*, CBS Interactive
- Hilary Perchard**, *Vice President - Business Development*, BSKyB (Sky)
- Adam Ware**, *Senior Vice President, Head of Digital Media*, Tennis Channel
- Scott Barton**, *Senior Vice President of Branded Digital Content and Products*, Starz
- Shahid Khan**, *Chairman and Chief Strategist*, MediaMorph, Inc., Moderator

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

**Strategic Track I: The Library, 3rd Floor**

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

**Video Everywhere - Technologies & Platforms - Enabling the Next Generation of Over-the-Top TV**

Consumers are accessing video on TV and DVD, over broadband, in downloaded clips and more. Call it "Everywhere Video" or "Over-the-Top Video" -- by any name it means that content is accessible virtually everywhere. See how the proliferation of new TV technologies and cable interactivity are pushing video to an even wider audience.

- Miguel Santos**, *General Manager*, Myx TV
- Robin Wilson**, *VP Business Development*, NAGRA
- James Brickmeier**, *Senior Vice President of Strategic Marketing*, Concurrent
- Mark Donnigan**, *Strategic Accounts Development*, Beamr
- Xavier Kochhar**, *President and CEO*, Video Genome Project
- Gerald Belson**, *Vice Chairman, U.S. Media & Entertainment Leader and Global Consulting Leader, Technology, Media & Telecommunications*, Deloitte LLP, Moderator



**The Strategic Track: II**

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

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

**Art of the Deal: Strategies and Hands-on Tools from Master Negotiators**

- Beth Roberts**, *Executive Vice President, Business Operations*, NBCUniversal Cable Entertainment
- Garrett Bess**, *President*, Two River Pictures
- Julie Jarrett**, *Owner/Executive Producer*, Jarrett Creative
- Sachin Dosani**, *Managing Director and co-founder*, About Corporate Finance (ACF)
- Gary Delfiner**, *Chief Executive Officer*, Digital Sylvia LLC, Creator of WATCHFREEFLIX
- David Tenzer**, *Entertainment Attorney*, formerly Generate, CAA, Moderator

**5:00 PM - 6:00 PM, Open to all Summit Attendees**

**End-of-Day Reception, Grand Ballroom (4th Floor) Sponsored by Janrain**



**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 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, Pkxel

**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, Adaptly

**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 Capó**, Executive Editor, PeopleEnEspañol.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.)





**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

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

**Session A: Grand Ballroom (4th Floor)**  
**Branded Media Marketing -Across Platforms - TV, Film, Broadband, Mobile, Virtual Economies, Music and Games - Reinventing the Commerce & Media Model**

With the attention of the consumer being assaulted by a host of great technologies - from games and broadband to tablets - devices as well as content programming, the task of the client, the agency and content provider raising their message above the clutter is daunting. With every challenge, however there exists the opportunity to reinvent the process, and in the evolving world of branded media marketing, the creativity at hand is impressive. The industry's TV, music, wireless, film and broadband marketing teams are reinventing the world of entertainment, branding and marketing. In this session, we will gain further insight into the structures of our industry's future.

**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

**Session B: Prague Room A, 3rd Floor**  
**Programming the New 'OVN's' (Online Video Networks: the Next Generation of Niche Video Content**

**Oren Katzeff**, *Head of Programming*, Tastemade  
**J.R. McCabe**, *SVP, Video*, Time Inc.  
**Brian Bedol**, *founder & CEO*, Bedrocket  
**Stephanie Horbaczewski**, *CEO*, Stylehaul  
**Matt Farber**, *Digital Media Executive/Entrepreneur*, Moderator

**The Strategic Track**  
**Media & Advertising in Transition**

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

**Workshop I: The Library, 3rd Floor**  
**Cross Platform Content: Branding, Programming and Packaging Producing Quality Content**

Ground breaking content is being produced across platforms and media producers are revolutionizing their relationships with brands. Advertisers, agencies and producers are inventing an all-new universe of programming for social media, communication services and video presenting new challenges and amazing breakthroughs.

**Lisa Filipelli**, *VP of Talent*, Big Frame  
**Alyssa Vitrano**, *VP-Content Strategy*, Federated Media  
**Evan Fleischer**, *Executive Vice President of Brand Partnerships and Business Development*, Believe Entertainment Group  
**Moksha Fitzgibbons**, *CRO*, Complex Media  
**Alan Ives**, *Vice President Sales And Business Development, North America*, wywy  
**Chris Allegro**, *V.P. Business Development*, Zazoom Media Group  
**Gina Garrubbo**, *CEO*, Garrubbo & Company, Moderator

**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

**Session B: Prague Room A, 3rd Floor**  
**Viral Experiences & Social Media in Entertainment, Media and Advertising**

**Tony Mennuto**, *Founder & CCO*, Mister:-l Face  
**Mitchell Reichgut**, *CEO*, Jun Group  
**Michelle Barna-Stern**, *Social Media Communications Director*, Deep Focus  
**Lisa Hickey**, *CEO*, Good Men Media  
**Izzy DeBellis**, *Group Chief Creative & Strategy Officer*, Naked Communications  
**Susanne Bentley**, *VP, Strategy & Brand Partnerships*, The Story Lab  
**Nathan Coyle**, *VP of Business Development*, Refinery29  
**Elizabeth Kiehner**, *Senior Design Manager/Chief of Staff*, IBMiX, Moderating

