

2017 Media Summit • New York

March 7th - 8th, 2017

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

Tuesday, March 7th, 2017

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

Breakfast and Welcome

"Breaking the Boundaries of the Imagination"

10:00 - 10:45 AM - Noon

Session A: Grand Ballroom (4th Floor)

The Political Reckoning:

News Media, Social Binging, Fake News and the Crisis of Trust in Media

John Avlon, *Editor-in-Chief*, The Daily Beast, Moderator

Alyson Shontell, *Editor-in-Chief*, Business Insider US

SE Cupp, *Commentator*, CNN, Nationally Syndicated Columnist and Author

Dan Colarusso, *Executive Editor*, Digital, Reuters

Abby Phillip, *National Political Reporter*, The Washington Post

11:00 AM - Noon

Session A: Grand Ballroom (4th Floor)

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

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.

Aaron Luber, *Head of Partnerships*, Google Cardboard

Evan Kraut, *Managing Director*, Grey Adventures, GREY

Niko Chauls, *Director of Emerging Technology*, USA Today & Gannett Network

Chaki Ng, *SVP*, Viacom NEXT

Rich Flier, *Managing Director, Business Development*, Digital Domain

Moderator - **Shawn Gold**, *Corporate Marketing Officer*, TechStyle Fashion Group



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 it has added internet TV and mobile to the package. In this session we will explore the comprehensive video and commerce strategy being developed for the consumer.

Michael Pachter, *Managing Director, Equity Research*, WED-BUSH SECURITIES

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

Liesel Kipp, *VP, Product*, Scripps Networks Interactive

Harold Goings, *VP of Business Development & Digital Distribution*, Turner Content Distribution (TCD), Turner

Rachel Berk, *Business Development Manager*, Android/Play, Google

Erin Scanlon, *US Audit Leader, Media & Entertainment*, Deloitte & Touche LLP, Moderator

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

The Strategic Workshop: Advertising & Technology

Programmatic Buying and Targeting: Cross-Platform Advertising

Programmatic buying and targeting has revolutionized the relationship between advertiser, agency and platform. Automating the buying and optimization of media inventory not only streamlines the process, it substantially enhances decision making and efficiency. Welcome to a world of programmatic media.

Lucas Krump, *Director, Demand Partnerships*, Brightroll, Yahoo

Lewis Rothkopf, *Chief Revenue Officer*, AdNative

Jana Meron, *VP of Programmatic and Data Strategy*, Business Insider

David DeRobbio, *VP Global Partnerships*, Acxiom

Lauren Abercrombie, *Global Programmatic Strategy Lead*, Google

Moderator - **Juan Suarez**, *VP, Account Services*, Xaxis

12:30 PM - 1:45 PM

Session A: Grand Ballroom (4th Floor)

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

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

Todd Feldman, *Managing Director*, Mooreland Partners

Scott Levine, *Managing Director*, Time Warner Investments

Paul Heitlinger, *Principal*, Verizon Ventures

Mark Boidman, *Managing Director and Partner*, Peter J. Solomon Company

Sunny Midha, *Media & Technology Investment Banking*, Houlihan Lokey

Moderator - **David Pucik**, *Director, Games & Digital Strategy*, Frank N. Magid Associates

Session B: Prague Room A, 3rd Floor

Audience 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

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

Sharon Mussalli, *Chief Revenue Officer*, Some Spider LLC

Reza Rassool, *Chief Technology Officer*, RealNetworks

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

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

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.

Susanne Mei, *GM, People/Entertainment Weekly Network*, Time Inc.

Teal Newland, *Senior Vice President, Marketing and Partner Management*, Condé Nast Entertainment (CNÉ)

Alan Schanzer, *Senior Vice President of Agency and Advertiser Development*, Pandora

Gabrielle Korn, *Digital Editor*, NYLON

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

Tyler Hissey, *VP Marketing and Social Media*, MTV, VH1 and Logo

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

Session B: Prague Room A, 3rd Floor

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

Over-the-top-TV, 4K TV plus DVR set-top, broadband plus HDMI inputs is the Ultimate TV experience. Consumers now expect a personalized TV entertainment and social experience. With all video, all the time, the bar has been permanently raised for the industry.

James Field, *Product Manager*, Infinite Video, Cisco

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

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

Hillary Henderson, *Senior Director of Product Strategy and Management*, IBM Cloud Video

Jeremy Morrison, *VP of Solutions Engineering of Deluxe Delivery Services*, Deluxe Entertainment Services Group
Moderator - Jonathan Hurd, *Director*, Altman Vilandrie & Company

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

A Deeper Dive into Audience Intelligence & AI - Developing Content & Campaigns

Ryan Detert, *CEO*, Influential

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

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

Martijn Scheijbeler, *Director of Marketing*, The Next Web

Hassan Miah, *Chief Strategy Officer & co-founder*, Robin8

Mika Rautiainen, *CEO*, Valossa Labs

Moderator - Sanjay Macwan, *former CTO*, NBCUniversal

3:50 PM - 5:00 PM

Session A: Grand Ballroom (4th Floor)

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

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

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

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

Kimberly Cooper, *co-founder*, Prologue Immersive

Christine Cattano, *Global Head of VR within Framestore's VR Studios*, Framestore

Ola Björling, *Global Director of VR*, MediaMonks

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

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

Session B: Prague Room A, 3rd 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. This quantitative shift in the creative process is transforming advertising, entertainment and the devices themselves.

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

Rich Sutton, *Chief Revenue Officer, North America*, Trusted Media Brands

Joseph Perello, *Co-Founder & Managing Partner*, Catch New York

Maria Laino DeLuca, *SVP, Consumer Marketing*, Bravo Media, NBC Universal

Pete Spande, *Chief Revenue Officer*, Business Insider

Ed Wise, *Chief Revenue Office*, Mashable

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



3:50 PM - 5:00 PM

The Library, 3rd Floor

The Strategic Workshop: Content, Technology & Advertising

The Augmented Reality Experience: Implementing the Next Generation of AR into Application: From Media and Advertising to Education

Lisa Valentino, *SVP, Network Sales & Partnerships, Condé Nast, and CRO*, Condé Nast Entertainment (CNÉ)

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

Meghan Nelson, *Exec Producer and Partner*, Superbright

David Reitman, *SVP, Media & Entertainment*, Softtek

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

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

Media Summit Networking Reception

Evening Dinner Event, Additional Ticket Required

Tuesday, March 7th, 2017

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

The Media - Election - Advertising Dinner

Co-Sponsored by **The Daily Beast**

Analytics 2017 – The Predictors of Everything - Elections - Advertising - Lifestyle

Jessica Novak, *Director of Content Strategy*, Zoe Media Group

Harry Enten, *Senior Political Writer and Analyst*, FiveThirtyEight

Mark Hansen, *Director*, Brown Institute for Media Innovation; *Professor of Journalism*, Columbia Graduate School of Journalism

David Yanofsky, *Reporter*, Quartz

Jon Roberts, *Head of Data Sciences*, About.com, *Moderator*



Wednesday, March 8th, 2017

9:30 AM - 10:30 AM - Grand Ballroom

Keynote Roundtable

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

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

Steven Haft, *Producer* Dead Poets Society/MADtv, SVP Innovation, Time Inc.

Ryan Wang, *Co-founder and General Partner*, Outpost Capital
Moderator - **Diane Brady**, *Journalist, Author & founder* dBomnimedia

Additional speakers to be announced

10:45 AM - Noon

Session A: Grand Ballroom (4th Floor)

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

Emma Chiu, *Creative Innovation Director*, J. Walter Thompson

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

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

Nicholas Longano, *Head of VR/AR*, Kaleidoscope Interactive

Jake Lee-High, *CEO/Creative Director*, Future Colossal (Immersive for BMW, Showtime, Jay Z, Disney, and Citi Bank)

Jefferson Wang, *Senior Partner*, IBB Consulting Group

Dean Kingsley, *Principal, Advisory Services*, Deloitte & Touche LLP, *Moderator*

Session B: Prague Room A (3rd Floor)

Internet TV – Mainstream Media to OVN’s – The Cross Platform Explosion

Jamie Wilkinson, *General Manager of OTT Services*, Vimeo

Rick Bashkoff, *SVP of Business Development*, ZEFR

Adam Boorstin, *EVP, Global Digital Distribution*, Studio71

Douglass Lee, *Head of Programming*, OWNZONES

Melissa Schneider, *EVP of Originals and Development*, New Form Digital

Paul Canetti, *Founder and CEO*, MAZ

Moderator; **Matt Farber**, *Digital Media Executive/Entrepreneur*

12:30 PM - 1:45 PM

Session A: Grand Ballroom (4th Floor)

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

Jon Dakss, *Chief Digital Officer*, Epix

Eric Korsh, *President*, Mashable Studios

Bernard Gershon, *President*, GershonMedia

Fabian Birgfeld, *founder and partner*, W12 Studios

Robert Rodriguez, *CEO*, Natcom

Terry S. Bienstock, *CEO*, Mobilactive Media, LLC., *Moderator*

Session B: Prague Room A, 3rd Floor

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

Brian Lovell, *CEO*, RED Interactive Agency

Mark Turner, *NY VP Head of Alternative/Reality and Digital Media*, Abrams Artists Agency

Michael Rucker, *Chief Operating Officer and co-founder*, OmniVirt

Scott Marsden, *Chief Marketing Officer*, Captivate

Justin “jb” Bolognino, *Chief Experience Officer*, META.is

Dennis Adamo, *COO & Commercial Director*, SpaceoutVR, Inc.

Louisa Spring, *Chief Operating Officer*, Prologue Immersive, *Moderator*

2:15 PM - 3:30 PM**Session A:** Grand Ballroom (4th Floor)**The Social Media Transformation = Facebook, Instagram, Snapchat****Nicholas Carlson**, *Editor-in-Chief*, Business INSIDER**Erica Jenkins**, *Chief Product Officer*, Sysomos**Alec McNayr**, *co-founder*, McBeard**Mandy Jenkins**, *Head of News*, Storyful**Mitchell Reichgut**, *CEO*, Jun Group**Jessica Hasson**, *CEO*, Pulp PR*Moderator - Tania Yuki*, *CEO*, Shareablee**Session B:** Prague Room A, (3rd Floor)**Branded Entertainment Marketing - Across Platforms - Leveraging Image, Content and Celebrity**

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

Sebastian Saldarriaga, *Associate Director of Social Media Marketing*, Hugu**Andy Marks**, *President*, Marks Entertainment + Media**Dan Ratner**, *Executive Chairman and co-founder*, Public Good**Evan Fleischer**, *EVP of Brand Partnerships and Business Development*, Believe Entertainment Group**Eric Murphy**, *CEO*, Pop2Life**David Baldwin**, *founder*, Baldwin&, Raleigh*Moderator - David Leibowitz*, *Managing Partner*, CH Potomac,**3:45 PM - 5:00 PM****Session A:** Grand Ballroom (4th Floor)**VR-AR Production on the Edge - The Amazing Journey of Imagination: Storytelling in Content and Advertising**

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

Thalia Mavros, *CEO*, The Front**Will Russell**, *Head of Production*, Firstborn**Meghan Nelson**, *Executive Producer and Partner*, Superbright**Debra Anderson**, *Chief Strategy Officer & Founder*, datavized**Alejandro Dinsmore**, *CEO*, EEVO**Joel Douek**, *Co-founder*, ECCO VR**Jesse Kirshbaum**, *CEO*, NUE, *Moderator***Session B:** Prague Room A, 3rd Floor**Merging Content with New Technologies: From Content Reinvention in Mobile to Virtual Reality**

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

Gregory Gilderman, *Senior Executive Producer*, *Digital Video*, The Weather Company**Andrea Palumbos**, *Senior Producer*, Sesame Workshop**Lynn Rogoff**, *founder*, AMERIKIDS USA**Randy Ross**, *Co-founder & CEO*, Cinematique**Jon Kurland**, *Entertainment Attorney*, Sloss Eckhouse LawCo**Michael Goodman**, *Director*, Digital Media Strategies, Strategy Analytics, *Moderator*