Digital Hollywood Fall
October 18-21, 2016
Skirball Center, 2701 N Sepulveda Blvd, Los Angeles

Tuesday, October 18th

10:00 AM - 11:15 AM - Live Webcast
Track I: Haas Conference Center, Room 172 & 173: Webcast
Pokemon GO - The Phenomenon of AR Gets Real - Gateway to the Future
Industries are based on “hits” and AR has arrived as a mega-hit. Totally unexpectedly, months before the arrival of the anticipated Hololens and Magic Leap, an ingenious mobile game has done it, in a superb combination of GPS technology and AR trickery.
Don Daglow, CEO, Daglow Entertainment (Games Industry Leader: La Russa Baseball, Madden NFL, NASCAR Racing)
Brian Selzer, VP, Business and Product Development, DAQRI

10:45 AM - 11:45 AM
Herscher Hall, 2nd Floor, Room 202
Indie TV – OTT and Streaming - The Gateway to the Hollywood of Content to Phones, Tablets, TV and PC
Abby Galuten, VP of Media Technology Strategy, Sony Network Entertainment
Michael Alexander, Strategy & Growth Initiatives, IBM Global Telecommunications Industry
Jennifer Cooper, Director of Industry Strategy in Media and Entertainment, Adobe
Nick Soares, Chief Executive Officer, GoDigital
Dan Goman, Founder & CEO, OWNZONES
Reza Rassool, CTO, RealNetworks
Bruce Eisen, founder and president, The Law Offices of Bruce David Eisen, Moderator

11:30 AM - 12:30 PM
Track I: Haas Conference Center, Room 172 & 173: Webcast
Valuing and Financing Entertainment Content: Movies, Television and Online Video, From VC & Equity to Crowdfunding
Diane McGrath, Managing Director Media and Technology, Streicher, J Streicher Capital
Schuyler M. Moore, Partner, Stroock & Stroock & Lavan
Seth Shapiro, Governor, Interactive Media, The Television Academy
Peg Jackson, Managing Director, Mooreland Partners
Patrick Russo, Partner, Shamrock Capital Advisors
Larry Gerbrandt, Managing Director, Janas Group & principal, Media Valuation Partners, Moderator

Track II: Haas Conference Center, Room 171
The Psychology of Audience Engagement: Film/TV, AR, VR and Real Time Media - Balancing Fan Desires and Producer Vision in the Age of Entitlement
Positive audience engagement is the Holy Grail for media producers. Thanks to technology, tactics abound: transmedia, VR, AR, UGC, social sharing, mobile games and/or all of the above. When it goes well, fans are your biggest advocates. But the most passionate supporters can also become troublesome, even causing damage, when they object to a producer’s vision or take issue with a brand. The Internet gives everyone a voice, but what happens when opinions turn into demands? Producers are often caught in the difficult position of creating a positive audience-producer relationship; balancing the rights of the creator while addressing the desires of the audience. This panel discusses the emerging conundrum of the audience-producer relationship in the Age of Entitlement. Using case studies, we will discuss the needs that turn audiences into fans, the motivations that drive fan behaviors, how opinions turn into facts, how producers and brands can acknowledge their fans while still maintaining their creative autonomy, the dangers of viewing a fan base as homogeneous rather than acknowledging differences, and the importance of sanctioning fan behavior in psychologically meaningful ways.
Jerri Lynn Hogg, Director, Media Psychology PhD Program, Fielding Graduate University, Moderator
Pamela Rutledge, Director, Media Psychology Research Center
Lara Hoefs, Audience Insight Analyst and Strategist, StoryDisruptive
Cynthia Vinney, Independent Researcher, Audience and Fan Psychology
Jason James, Chief Digital Officer, The Recording Academy

Experience: Implementing the Next Generation of AR into Application: From Education to Entertainment and Games
Jim Marggraff, CEO, Eyefluence
David Weinstein, Director for Professional Virtual Reality, nVidia
Roy Ashok, Chief Product Officer, DAQRI
Brian Blau, Research Vice President, Gartner
Ronen Horovitz, Founder and CEO, Eye Cue Vision Technologies
Michael Leventhal, Partner, Holmes Weinberg, P.C.; former, Chief Legal Officer and VP, Magic Leap
Bill Newell, President, North South Studios LLC, Moderator

Noon – 1:00 PM, Herscher Hall: 2nd Floor, Room 202
Audience Intelligence at the Frontier: How AI and Neuroscience will Change the Game
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 first beginning to understand the meaning, implications and competitive advantage of advanced digital intelligence.

Tuesday, October 18th
12 Noon – 1:00 PM - Guerin A, in Herscher Hall
**The DealMaking Process: From Feature Film, Reality TV & Specials to Web Series and Indie Film Making**

As the entertainment production industry expands into new and uncharted territory, the opportunities for all segments of the industry continue to grow. And as technology impacts the industry, the production platforms are bringing unlimited opportunity and creativity. From features, TV and Cable to Internet TV, YouTube Channels, Mobile Content and even VR, dealmaking and production in the industry is flourishing. In this session we will hear from experts in all areas of the industry from Reality TV to Features and from Amazon to Netflix. Welcome to the future of Hollywood.

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

**Harrison Land**, VP, Development, Jupiter Entertainment

**Robert (Leo) Rodgers**, MBA, SVP & Label Liaison, Bungaloo Records/Universal Music Group

**Ryan P. Hall**, Head of Development, Rooster Teeth

**Ilyssa Goodman**, Producer/Director/Sales Agent, DunGood Entertainment

**Mimi Steinbauer**, President and CEO, Radiant Films International

**Melisse Lewis**, Entertainment Attorney, Moderator

1:00 PM - 2:15 PM

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

**Rebecca Donohue**, Director of Digital Content & Social Media, Vin Di Bona Productions

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

**Josh Entman**, Co-founder and Chief Development Officer, Jukin Media

**Mike Pusateri**, Founder/CEO, Bent Pixels

**Ryan Detert**, CEO, Influential

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

Track II: Ahmanson Hall, Live Webcast

**Unlocking Intelligence: Education within Technology and Virtual Worlds - VR-AR-Immersive**

**Albert “Skip” Rizzo**, Ph.D., Director, Medical Virtual Reality - Institute for Creative Technologies, USC

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

**Eric Gradman**, Chief Technology Officer, Two Bit Circus

**Julian Sarmiento**, Creative Director & VR Content Creator, Digital Domain

**Lynn Rogoff**, founder, AMERIKIDS USA

**Sun Jen Yung**, Managing Director, Headwaters MB, Moderator

Track III: Haas Conference Cr, Room 172-173, Live Webcast

**Live Streaming – Social Streaming – The Video Phenomenon of Everything**

If you haven’t noticed, every moment of every day is being captured on video and live streamed via social media. Welcome to today’s media culture. Fantastic new technologies and massive networks enable this phenomenon. It’s not only Facebook, it’s everywhere!

**Andy Beach**, Technical Evangelist, Developer Experience, Microsoft

**Rob Gabel**, Founder and CEO, Tubular Labs


**Paula Batson**, VP, Communications, YouNow

**Lena Lotsy**, Sr Social Media Mgr, Ignition

**Mike Lee**, Director of Digital, AEG Global Partnerships

**Karen Allen**, President, Karen Allen Consulting, Moderator

**ThinkTank - Workshop**

1:00 PM - 2:00 PM

Haas Conference Center, Room 171

**Programmatic Buying and Targeting: Strategies in 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

**Jeremy Woodlee**, Director, Google Media Platforms, Google

**Justin Orkin**, Head of Platform Sales, West US, AOL/Verizon

**Lewis Rothkoph**, Chief Revenue Officer, AdsNative

**Juan Suarez**, Vice President, Xaxis West, Xaxis

**Jeremy Hlavacek**, Vice President, Global Automated Monetization, The Weather Company, an IBM business

**Jeff Hochberg**, VP, Data Activation, ShareThis, Moderator
**Moderator:** Guerin C, in Herscher Hall

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

**Rick Rosner,** Writer, Jimmy Kimmel Live!, The Man Show, Crank Yankers, The Grammys, The Emmys


**David Zucker,** Writer/Director, Airplane!, Top Secret, Ruthless People, three Naked Guns

**Catherine Clinch,** TV Writer, TV veteran, Hunter, Jake & The Fat Man, Knight Rider, Love Boat, Hart to Hart, **Moderator**

**Track III: Haas Conference Ctr - Room 171**

*Content, Social Media and Monetization: Data-Driven Trends in Marketing & Audience Building*

**Gwen Miller,** Director of Data Analytics, Kin Community

**Brian Malone,** Chief Data Science Officer, Media General

**Kirstin Benson,** Editorial Director, INSTANT, Time, Inc.

**Tracy Aftergood,** VP, Development, Canvas Media Studios

**Mark Kapczynski,** President, Storymill

**Alexa Tonner,** SVP, Collectively, Inc.

**Mark Peters,** Partner, IBB Consulting Group, **Moderator**

**Track IV: Haas Conference Ctr, Room 172-173, Live Webcast, Investing in Diversity: The Social Impact in Higher Education & The Entertainment Industry**

**Dr. Jeffrey P Jones,** Director, The Peabody Awards

**Dr. Jacqueline Landrum Sanderlin,** Exec Director, School and Community Relations, Inglewood Unified School District

**Sherri Williams,** PhD, Anna Julia Cooper Center Post-Doctoral Fellow, Wake Forest University

**Eric Fitzgerald Reed,** Vice President – Entertainment & Tech Policy, Verizon Communications

**Dina Ibrahim,** Director, The California State University Entertainment Alliance, CSUEA, **Moderator**

**Track V: Herscher Hall, 2nd Floor, Room 202**

*Crowdfunding Update: Exploring Innovation in the Crowdfunding Film-TV-Start-up Process*

**Jason Cooper,** producer, documentary filmmaker and founder, King Toledo Entertainment

**Josh Chapman,** CFO, Filmfunder

**Marlon Schulman,** Founder and CEO, Horror Equity Fund LLC

**Sam Blan,** Founder and CEO, Blak Box Grp.

**Dan Cunningham,** President and Head of Physical Production, Busted Buggy Entertainment

**Ash Kunra,** Co-Founder, Youngry.com & White House Award Winner, **Moderator**

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

*Programming the ‘OVN’ (Online Video Networks): the Next Generation of Video Content*

The world of funky DIY Video has been replaced by professional Online Video Networks starring amazingly talented new voices and faces. The stars of OVN may have only recently been unknown, but now they have 5 million viewers on YouTube.

**Larry Laboe,** President of Production, SXM

**Bill Masterson,** co-founder, Believe Entertainment Group

**AJ Vernet,** Chief Revenue Officer, Zype

**Anthony Layser,** Head of US Content Development, Dailymotion

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

**Allie Greenwald,** Senior Account Executive, West Coast Sales & Brand Partnerships, Fullscreen, Inc.

**Scott Robson,** Vice President, Content Operations, Gracenote

**Steve Bradbury,** Chief Operating Officer, Zazoom Media Group, **Moderator**

**Track II: Haas Conference Ctr - Room 172 & 173, Live Webcast**

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

**Scott Barton,** Senior Vice President, Branded Digital Content and Products, Starz

**Anit Ziv,** SVP, Business Operations, Development, and Strategy, EPIX

**Adam Ware,** Senior Vice President, Head of Digital Media and Business Development, Tennis Channel

**Joe Friend,** Vice President, Ad Technology Systems, Fox Broadcasting Company

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

**Edmond Shapiro,** Video Solutions Architect, Global Service Provider Business, Cisco

**Jordan Wiggins,** Principal, Deloitte Consulting LLP, **Moderator**

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**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*

**Jacki Morie,** Founder / Chief Scientist, All These Worlds, LLC

**Tanna Frederick,** film actress, Defrost (VR Narrative Film)

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

**Ryan Pulliam,** CMO, Specular Theory

**Rachel Skidmore,** Director of Media Development, Skybound Entertainment

**Anarghya Vardhana,** Senior Associate, Maveron VC

**Catherine Day,** Head of Unscripted/EP, Jaunt VR

**Louisa Spring,** CEO, Spring Alliance, **Moderator**

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**3:45 PM - 5:00 PM**

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

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**Jordan Wiggins,** Principal, Deloitte Consulting LLP, **Moderator**
Track II: Haas Conference Center - Room 171
Social Content, Viral Campaigns & Advertising - Driving Brand Awareness, Boosting Campaign ROI and Direct Response Initiatives
Viral media campaigns define the lifeblood of marketing. From the Ice Bucket Challenge to a film opening, 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.
Ty Jones, Sr Director of Celebrity Talent, WhoSay Inc.
Michael Gaston, Chief Executive Officer, Cut
Jason Molina, Director, Engagement Planning and Strategy, Fullscreen
Andrew Solomess, Managing Dir, POSSIBLE, Los Angeles
Tania Yuki, CEO, Shareable
Liz Stahl, Senior Director, Social Media, Deep Focus LA
Marc Karzen, CEO, RelishMIX, Moderator

Track III: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast
VR-AR - Financing the Imagination: Funding and Business Development in Immersive Entertainment & Technology
Andrew Shulkind, Cinematographer / Co-Founder, Headcase
Jacob Carlson, Digital Media Strategist and Consulting Manager, Manatt Digital Media
Sim Blaustein, Partner, BDMI, Bertelsmann Digital Media Investments
Keyvan Peymani, Financial Advisor, Touchdown Ventures
Mike Hildebrandt, VP of Corp Development and Strategic Partnerships, DAQRI
Joe Michaels, Chief Revenue Officer, AxonVR, Moderator

Track IV: Guerin A, Herscher Hall, Webcast
The TV/Film/Video - Developing Strategies and Partnerships - Developing Hollywood Content as Brand and Franchise
Allison Wallach, president, Jupiter Entertainment
Mike Richards, Executive Producer, The Price Is Right and Let's Make A Deal
Adam Reed, President, Thinkfactory Media
Lemuel Plummer, president and CEO, L. Plummer Media
Linda Ong, CEO and Founder, TruthCo
Philip Shafran, Director of Content Activation, Brand and Rights Management, Vin Di Bona Productions
Kimberly King-Burns, Partner, convergenc/solutions, Moderator

4:00 PM - 5:00 PM
Herscher Hall, 2nd Floor, Room 202
360 Video and VR-AR - Content and Advertising - A Cross Platform Experience
Jess Engel, Director of Original Content, Within (Vrse)
David Birnbaum, Design Director, Immersion Corporation
Chad Woods, Immersive Reality Designer, Team One
Cammie Baker, Director of Branded Content Partnerships, GET Creative studio, USA TODAY NETWORK
Joergen Geerds, CEO, Koncept VR
Daniel Oberlechner, Dir of Content Operations, Deluxe VR
Alejandro Dinsmore, CEO, EEVO, 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

6:15 PM – 8:30 PM, Two Dinners to Pick From - Additional Ticket Required
I. The Welcome Dinner - Guerin B - Herscher Hall
The Human and Entertainment Interface: An Object of Beauty - The doorway to Everything
Moderator: Philip Lelyveld, VR/AR Program Manager, USC Entertainment Technology Center
Ted Schilowitz, Futurist and VR explorer, 20th Century FOX
Scott Trowbridge, Portfolio Creative Executive / Studio Leader, Walt Disney Imagineering
Chris Carey, Product and Portfolio Solutions, Verizon Digital Media Services
Caitlyn Meeks-Ferragallo, Director of Content, High Fidelity

II. The Welcome Dinner - Additional Ticket, Ahmanson Hall
The Hollywood VR-AR State of the Union - Studios - Networks - Tech Companies - A Vision into the Future
Bill Fay, Production Executive, "The Dark Knight," "300," "The Hangover," "Clash of the Titans" "Independence Day," former President of Production Legendary Pictures
Chris Defaria, President, Animation and Technical Innovation, Warner Bros., Executive Producer, 'Gravity', 'Mad Max: Fury Road', 'Harry Potter and the Order of Phoenix' and the upcoming 'The Lego Movie Sequel'
Paul Hook, Partner/Head, Motion Picture Production, ICM Partners
Jim Mainard, EVP, Digital Strategy & New Business Development, DreamWorks Animation
Brendan Handler, SVP, New Media, 20th Century Fox
Moderator; Steve Schklair, founding principal and CEO, 3ality & 3mersiv


Wednesday, October 19th

7:45 AM – 9:00 AM, Breakfast Session
Track I: Haas Conference Cr - 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.

Larry Namer, President/CEO, Metan Global Entertainment Group, Founder Entertainment Portsmouth
Michael Pachter, Managing Director, Equity Research, WED-BUSH SECURITIES
Ted Malone, VP of Planning, TV & Media, Ericsson
Darren Cross, former, Business Development, Maker Studios
John Corser, VP Production, NBC Universal Cable Productions
Gene Munster, Managing Director and Senior Research Analyst, Piper Jaffray
Marty Shindler, CEO, The Shindler Perspective, Moderator

9:15 AM - 10:15 AM
Track I: Herscher Hall, 3rd Floor, Room 303-304, Webcasting Live

The Internet, OTT, Media and the Hollywood Connection

Over-the-top-TV, television plus set-top, broadband connection and numerous CE devices and services, is removing barriers to the viewing experience. Consumers can now demand from TV the personal and enhanced video services they get from a computer. With all video, all the time, broadcasting and cable are changed forever.

Fabian Birgfield, founder and partner, W12 Studios
Will Marks, VP, Business Development, Ovation
Evan Greenberg, Manager of Audience Development, TAPP
Ted Malone, VP of Planning and Strategy, TV & Media, Ericsson
Stephen Strong, Vice President, Head of Revenue, Newsy, an E.W. Scripps Company
Steve Wong, Director Telco & Media Sales Americas, Siemens, Moderator

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

Silicon Beach Strategies: Accelerate, Incubate, Crowdfunding, Start-ups & Angels
Ash Kunra, Co-Founder, Youngry.com & White House Award Winner, Moderator
Kumar Arora, CNBC Investor on LeBron James Show "Cleveland Hustles" & Serial Entrepreneur
Josef Holm, Serial Entrepreneur, Top 100 FinTech & Crowdfunding Influencer, Founder & CEO Krowdster, Co-Founder Crowd Invest Summit
Kevin Valsi, Head of Business Development, Republic.co

9:45 AM – 11:00 AM – The VR - AR - Immersive Track
Session II: Haas Conference Cr - Rm 172 & 173, Live Webcast

Inside the Experience: The Psychology of Immersive Design

This panel recasts Marshall McLuhan’s famous axiom where the platform and interface become the message. Every new medium introduces new forms of narrative. While immersive media, augmented reality and virtual reality create tremendous disruption, vertical markets are likely to take very different paths to immersive success. From brand extension to social advocacy, the immersive interface is more than a visual cue. It needs to be rooted in both human behavior and design. Ideally, this focus opens the door to engagement and extension of the Sports experience, augmented location-based innovations such as the World Heritage sites and the visualization of complex environmental data.

Aunna Bollman, Media Psychology PhD Candidate, Fielding Graduate University - Meta + UNESCO: Location based augmented reality and social advocacy
Linda Durnell, Partner, Madison Lane Consulting - The human factor in immersive interface design
Garry Hare PhD, Scepter, Inc. - Visualizing real-time environmental data
Tunisha Singleton, JabCross Media and PhD Candidate, Fielding Graduate University: 3E Immersion: Emotion, Engagement and Virtual Experience in the Sports market
Jerri Lynn Hogg, Director, Media Psychology PhD Program, Fielding Graduate University, Moderator

10:00 AM – 11:00 AM – The VR - AR - Immersive Track
Session I: Guerin A, in Herscher Hall, Live Webcast

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

From Sundance & Tribeca to Cannes and CES, 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.

Guido Voltolina, Head of Presence Capture, Nokia
Randal Kleiser, Director, "Grease," "Honey I Blew Up the Kid"
Joel Susal, Director, VR/AR, Dolby Labs
Timothy Dodd, SVP, Corporate Development, Technicolor
Bo Begele, VP and Global Head, Huawei Technologies Media Lab
Bob Pette, VP, Professional Visualization, Nvidia
Shawn Gold, Corporate Marketing Officer, JustFab Inc., Moderator
10:45 AM - Noon
Track I: Ahmanson Hall, Live Webcast from this Room

**Hollywood and the TV Network Experience: From Binge-Watching to the Streaming Generation**

For Hollywood, the opportunities around content are golden. How will the creative and technology communities respond to a fully realized on-demand world of TV, Binge-Watching Internet TV, film, VR and gaming? Find out as we open the door to new possibilities in entertainment.

Charles Segars, CEO, Ovation TV; President and CEO, Segars Media
Mauricio Mota, Co-President and Executive Producer, Wise Entertainment
Jim Amos, former, EVP Distribution, STX Entertainment & Sony Pictures Entertainment
Jeffrey Thompson, Media & Entertainment, IBM Global Business Services
Wayne Rodriguez, VP, Rights & Partnerships, United Entertainment Group
Don Levy, President, Smith Brook Farm, Moderator

Track II: Haas Conference Center - Room 171

**Living the Life: Women Entrepreneurs, Lifestyle Innovators and Disrupters**

Kendra-Bracken Ferguson, founder, The BrainTrust
Valerie Alexander, author, How Women Can Succeed in the Workplace (Despite Having "Female Brains")
Cam Kashani, Godmother of Silicon Beach
Karina Karsten, CEO, Love TV
Tania Yuki, CEO, Shareablee
Jeanne Wolf, Award-Winning Journalist and Media Coach
Lissy L’Amoreaux, Head of Digital, Ignition
Cupid Hayes, VP, Business Development, MCMG | Comm., Distribution, Moderator

Track III: Herscher Hall, 2nd Fl., Room 202

**Investment & Funding of Film, Indie Film and TV: Features to**

Cable Networks, Netflix and Amazon
David Lyle, President, Pact US (former CEO, National Geographic Channel)
David Bixler, EVP, Acquisitions, 21st Century Fox
Meyer Shwarzstein, President, Brainstorm Media
Ray Ricord, Senior Vice President, Critical Content
Barry Gordon, CEO,XLrator Media
Seth M Willenson, President, Seth Willenson, Inc., Moderator

Session I: Haas Conference Center - Room 172 & 173, Webcast
**VR/AR as Change Agent: Social, News, Documentary and Political Media**
Elijah Allan-Blitz, VR Experiences, “Ken Burns new film “Defying The Nazis,”
Jamie Wong, Creative Director/Executive Producer, "Project Empathy," co-producer, Van Jones, CNN
Ian Forester, CCO, Co-Founder, VR Playhouse
Brandon Zamel, CEO, Springbrook Entertainment, Moderator

Noon - 12:45 PM - Guerin C - Herscher Hall
**VR-AR ThinkTank - Deep Dive - Creative - Visionary Presentation**
Incorporated - VR Experience" - SyFy Networks - Aruna Inversin, VR Supervisor, Digital Domain, SyFy Networks - Incorporated.- Executive Producers by Matt Damon and Ben Affleck
Moderator; Lori H. Schwartz, Technology Catalyst, Content Strategist, Media Advisor, Radio Host, Managing Partner @StoryTech

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 Snapchat & Facebook to OTT Networks**
Content is now imagined and created for an always-on always-connected media universe. In this cross-platform world, the entertainment brand must resonate equally on mobile platforms as well as on Cable or Internet TV. It is a massive challenge.
JR Griffin, Vice President, Digital Marketing & Business Development, FremantleMedia North America
Samir Ahmed, Chief Architect, Fandango
Caroline Wilson, VP, Integrated Marketing, Pop Media Group
Erik Ramberg, Director of Product Management for TV & Media, Ericsson
Joseph Hodorowicz, Talent Manager, Studio71
Jen Garcia Allen, Executive Editor, Kardashians/Jenner Apps
John Solomon, CCO, Circa, Sinclair Broadcast Group
Terry S. Bienstock, CEO, Mobilactive Media, LLC., Moderator
Track II: Herscher Hall, 2nd Floor, Room 202

**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 (Michelle Wang), Director, Producer and scholar with Sarfi
JANET YANG, Managing Director, Tang Media Partners
Lora Y. Chen, CEO, China Media Consulting, Moderator

Track III: Haas Conference Center, Room 171

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

Kim Rosen, Head of Development, Astronauts Wanted
Anna Prosser Robinson, Programming Manager, Twitch
Marlene Sharp, Producer, TV Series, Sonic, Sega of America
Kylie Sparks, actor/producer, "Squaresville"
Caryn Ward Ross, Actress (BET’s The Game and He’s Mine Not Yours)
Karen Morgan, Co-Founder/Creative Director, Soma Fashion Network
Perrin Kaplan, Principal, Zebra Partners, Moderator

1:00 PM – 2:00 PM - The VR - AR - Immersive Track
Session I: Haas Conference Ctr - Rm 172 & 173, Live Webcast

**Virtual Reality Transforms Entertainment and Media – TV, Sports & Music**

From Sundance & Tribeca to Cannes and CES, 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.

DJ Roller, co-founder, NextVR
Steven Haft, SVP Innovation, Time Inc.
Ted Kenney, Dir, Field and Technical Operations, Fox Sports
Shane Lindley, Sr Dir, Digital Programming and Product, Epix
Brad Spahr, VP, Product Development, Global Digital Business, Sony Music Entertainment
Euan Macdonald, CEO, CryWorks
Kurt Knutsson, CyberGuy, Author, Investor, Broadcaster, Moderator

Session II: 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.

Guy Primus, co-founder + CEO, The VR Company
Ted Schilowitz, Futurist, 20th Century Fox; Chief Creative Officer, Barco Escape
Michael Jenson, Strategy and Ops Consulting, Deloitte; Adjunct Professor, USC Cinema
Christopher White, Director, Special Projects, Osterhout Group
Gene Munster, Managing Director and Senior Research Analyst, Piper Jaffray
Marty Shindler, CEO, The Shindler Perspective, Inc., Moderator

1 PM - 1:45 PM - Guerin C - Herscher Hall

**VR-AR ThinkTank - The Deep Dive - Creative - Visionary Presentation**

**Project Empathy - A VR Film Series**

"Project Empathy" was created by Jamie Wong and Van Jones to bridge technology, media, and social justice, and build a new model for meaningful stories and change. It is a virtual reality film series that shows us the world through the eyes of another. The series includes, The Letter (VR film) Left Behind (VR film) Prey (VR film) and True Stories. Each film is designed to create empathy through a first-person experience—from being a child inside the U.S. prison system to being a widow cast away from society in India. Individually, each of the films in this series presents its filmmaker’s unique vision, portraying an intimate experience through the eyes of someone whose story has been lost or overlooked and yet is integral to the larger story of our global society. Collectively, these creatively distinct films weave together a colorful tapestry of what it means to be human today.

Jamie Wong, Creative Director/Executive Producer and
Van Jones, CNN Commentator, former Obama White House advisor
Lori Kozlowski, Producer, Project Empathy
V Bozeman, Grammy-nominated Singer, Actress “Empire,” Lead, "Left Behind" in Project Empathy, VR
Tim Johnson, VR Producer, LEGEND

Ryan Cummins, VR Supervisor, LEGEND
Andrew Shulkind, Cinematographer and Co-Founder, Headcase
Moderator: Marty Perlmutter, Technologist & Social Activist

2 PM - 2:45 PM - Guerin C - Herscher Hall

**VR-AR ThinkTank - The Deep Dive - Creative - Visionary Presentation**

“Halcyon” VR/TV Hybrid, Benjamin Arfmann, Screenwriter and Director, Secret Location for Syfy Network and Oculus
Moderator: David Bloom, Columnist, Tubefilter
Additional Speakers to be announced
2:15 PM - 3:30 PM
Track I: Ahmanson Hall, Live Webcast from this Room
The Future of Brand Partnerships: Message, Technology, Media, Entertainment & Advertising

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. That 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. The industry is now experiencing its first steps in the fusion of marketing, entertainment and content. The real excitement will be found as the creative talent in the industry gets to experiment, innovate and produce new forms.

Steven Haft, SVP Innovation, Time Inc.

Stephen Tompkins, VP/Group Director, Media Tech, DigitalsLBi

Jason Jeranovic, President, Havas Worldwide Digital

Brandon Rochon, Managing Chief Creative Officer, Kastner & Partners

Jeff Hurlow, Head of Brand Partnerships, Vimeo

Adam Duritz, Sr Dir, Global Partnerships, Video & Distribution, Yahoo

Jen Dennis, EP of Branded Content and VR, RSA Films, (Ridley Scott & Associates Films)

Tom Flanagan, Partner, Nut + Bolt, Moderator

Track II: Haas Conference 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.

Jason Henderson, Senior Contracts Manager, DISH Network

Nathan Guetta, VP, Product and Technology, Conde Nast Entertainment

Jay Samit, Chief Executive Officer, SeaChange

Fabian Birgfeld, founder and partner, W12 Studios

Frank Sinton, CEO, Beachfront

James Field, Product Manager, Infinite Video, Cisco

Kevin Westcott, US Media & Entertainment Leader, Deloitte Consulting LLP, Moderator

Track III: Herscher Hall, 3rd Floor, Room 303-304, Webcast
Working in the Industry: An In-Depth Discussion with Executives and Creatives from TV, Film and Technology

Shannon Flynn, TV Dir, Nickelodeon, The Disney Channel

Maya Zuckerman, Multiplatform Transmedia Producer & Culture Hacker

David Viviano, Chief Economist, SAG-AFTRA

Daniel Tibbets, President and GM, Robert Rodriguez’s El Rey network

Brandon Lawrence, Television group, CAA

Nicholas Pepper, Head of Television, The Mark Gordon Company

Sam Hanson, Creative Executive, FOCUS FEATURES

Simone Nelson, Dir, Mag & Public Relations, California State University Entertainment Alliance, Moderator

Track IV: Herscher Hall, 2nd Floor, Room 202
Women in TV, Film & Immersive Innovation: From OTT and OVNs to Cable, Broadcast, Advertising and Features

Molly Dowd, Managing Director, Odopod - Agency for Tesla, Google, Dish

Marjorie Dehey, VP Strategy and Content, Bishop Lyons

Margaret Czeisler, Chief Strategy Officer, Wildness, AwesomenessTV

Nancy Nayor, President, Nancy Nayor Casting

Daniella Kuhn, Actress & Writer

Joanne Waage, Senior Vice President, Partnerships & Programming, Viki

Gretchen McCourt, Executive Vice President of Cinema Programming, Pacific Theatres Entertainment Corporation

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

2:30 PM – 3:30 PM
The VR-AR - Immersive Track
Session I: Herscher Hall, Guerin A, Webcast

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

Tim Dillon, Executive Producer, MPC VR

Jeff Nicholas, EP, Creative Director, CREATE-DESTROY

Tom Wright, founder of Tactic and Managing Dir, Nitropic

Michael Connelly, founder, Blackthorn Media

Morris May, founder/CTO, Specular Theory

Ben Reiss, Director of Business Development, Hologram USA

Micah Ainsley Brown, CEO, Filmfunder, Moderator

Session II: Haas Conf. Center - Room 171
The Language & Aesthetics of VR: The Challenge of Creating TV-Movies, Advertising & Other Experiential Programming

Nathalie Mathé, founder, NativeVR (former, Director of Creative Technology, Jaunt)

Anthony Borquez, Founder and CEO, Grab

Lewis Smithingham, filmmaker & VR Supervisor and Editor, Doug Liman’s VR series Invisible

Dave Taylor, Video Game Programming Legend, Doom & Quake

Risto Lähdesmäki, CEO / co-founder, Idean (interface design)

Anna Marie Piersimoni, Instructor, Department of Cinema and Television Arts, California State University, Northridge, Moderator
**3 PM - 3:45 PM - Guerin C - Herscher Hall**

**VR-AR ThinkTank - The Deep Dive - Creative - Visionary Presentation**

Ken Burns and TIME Present “Defying the Nazis VR” for PBS, Producer, Christina Heller, CEO & Co-founder; VR Playhouse; Director, Elijah Allan-Blitz

Moderator: Logan Mulvey, Vice President, Content, STRIVR

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

Track I: Ahmanson Hall, Live Webcast

**Leveraging Content and Celebrity For Cross-Platform Success: Brands and Entertainers Collaborate**

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.

**Scott Jason**, Digital and Brand Packaging Executive, Creative Artists Agency

**Justin Hochberg**, CEO, Just Entertainment

**Evelyne Ouellet**, Chief Marketing Consultant, SAFIRA

**Devery Holmes**, President & Chief Executive Officer, Spark Alliance Marketing

**Jonathan Lowe**, Executive Vice President, AEG Worldwide

**Mark Wolf**, Writer, Director, Producer, Change

**Josh Stein**, Special Counsel, MG+, Moderator

Track II: Haas Conference Center, Room 171

**Original Internet TV - The Cross Platform Explosion**

**Scott Ehrlich**, Chief Executive Officer, QYOUTV

**Evan Bregman**, Director of Programming, Rooster Teeth Productions

**Rafi Mamalian**, Chief Revenue Officer, theAmplify

**Brad Gelfond**, Principal, Strike up the Brand

**Damon Berger**, VP, Business Development, Fullscreen

**Scott Williams**, Executive Vice President Americas, Piksel

**David Tochtermann**, Co-Founder, Canvas Media Studios, Moderator

Sponsored by Alliance for Women in Media SoCal

Track III: Haas Conference Ctr, Room 172-173, Live Webcast

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

**Amy Kim**, Co-Founder & President, Lifeboat Productions

**Karen Bailey**, SVP, Original Programming, Starz

**Shannon Keenan Demers**, SVP of Production and Creative, Tremendous! Entertainment

**Laverne McKinnon**, Head of Television, Denver & Delilah Films


**Sun Jen Yung**, Managing Director, Headwaters MB, Moderator

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

Session I: Guerin A, Herscher Hall, Live Webcast

**Immersive Entertainment in the Out of Home Market, Theme Park - VR-AR, Cinematic, 360 Video and More**

Ola Björling, Global Director of VR, MediaMonks

Spencer Hunt, VP of Games and Interactive Entertainment, Skydance Productions

Aruna Inversin, VR Supervisor, Digital Domain

Dario Raciti, Director, Zero Code OMD

BC Biemann, Founder, The Heavy Projects

Sandy Smolan, Film & Television Director

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

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

**Amazing Immersive Realities - VR-AR - CG - VFX - Live Action - Arcade & Theme Park Experiences**

**Jason Schugardt**, Visual Effects Supervisor, MPC VR

**Michael Tolkin**, Founder and CEO, Ultralabs

**Ed Lantz**, MEE, PGA, Founder, Vortex Immersion Media

**Dave Cobb**, VP, Creative Development, Thinkwell Group

**Jim Stewartson**, CEO, Awesome Rocketship

**Kevin Bachus**, SVP, Entertainment and Game Strategy, Dave & Buster’s, Xbox co-creator

Moderator: **Kate McCallum**, Producer, PGA: Producers Guild of America; National Board Member & New Media Council Delegate, Moderator

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

**End of Day Poolside Reception - Taper Courtyard**

Outdoor Area In Front of Haas Conference Center

Sponsored by: Mobile Excellence Awards

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

**Pitch, Pass or Play: Interactive Start-Up Showcase Competition**

Moderated by **Sarah Miller**, CEO, Axis PR & Entertainment and co-hosted by **Marjorie Delley**, Head of Strategic Partnerships, Bishop-Lyons Entertainment

**Judges:**

**Joerg Bachmaier**, SVP, Content Strategy and Co-Productions, Machinima

**Chris Denson**, Director, Ignition Factory, OmnicomMediaGroup USA

**Jonathan Lowe**, VP, Marketing, AEG Sports

**Lance Robbins, Senior VP and Producer**, AnFX

**John P. Roberts**, Chief Digital Officer, Bunim-Murray Productions

**Brad Spahr**, VP Product Development, Global Digital Business, Sony Music Entertainment

**Adam Wilensky**, Director of Business Development, Fox Digital Entertainment
Evening Event - Open to All Attendees
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 of the "Best of' in Virtual - Augmented - Immersive Realities

The Evening Honorees
2. Samsung's GONE VR experience, David Alpert, CEO, Skybound Entertainment; Executive Producer, The Walking Dead franchise, Oucast
3. "The Empathy Project" Jamie Wong, Creative Director/Executive Producer, co-creator, Van Jones, Political Analyst, CNN
4. "Incorporated" - Executive Producers by Matt Damon and Ben Affleck, Aruna Inversin, VR Supervisor, Digital Domain, SyPy Networks
5. "Halcyon" VR/TV Hybrid for Syfy Network and Oculus, Benjamin Arffman, Director, Secret Location for "Halcyon"
6. Ken Burns and TIME Present "Defying the Nazis VR" for PBS, Producer, Christina Heller, CEO & Co-founder, VR Playhouse

Additional Honorees to be Announced

Thursday, October 20th
The Immersive Breakfast Roundtable
9:00 AM - 10:00 AM
Haas Conf. Ctr. - Rm. 172 & 173, Live Webcast

The VR Narrative: Immersive Theater and Language of VR: Story Architects and Experience Designers

Nick Bicanic, founder, RVLR
Jenni Ogden, President & Executive Producer, OQ Productions, LLC
Monika Bielskyte, founder, AFE Media
Bodie Vargas, CEO, Storyteller, DIGITAL • REIGN PRODUCTIONS
Nick DeMartino, Chair, IDEABOOST Accelerator, Moderator

Hosted by: UCLA Center for Music Innovation Herb Alpert School of Music

Music 2020 - Creating the Future of Music Together
9:00 to 9:15 AM - Guerin C, Herscher Hall
Dr. Gigi Johnson, UCLA Center for Music Innovation

9:00 AM - 10:00 AM
Track I: Herscher Hall, 3rd Floor, Room 303-304

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

Jason Bercovici, Sr Manager, Creative Strategy, Exponential
Jay Prasad, Chief Business Officer, VideoAmp
Tom Herman, CEO, DashBid

Mike Gaffney, Chief Revenue Officer, Sharethrough
Mark Popkiewicz, CEO and Director, Mirriad Limited
Chris Shively, Mgr, Global Business Development, true[X]
Tracey McCormack, Founder & President, McCormack Media Services, Moderator

Track II: Haas Conference Center - Room 171
The Social Phenomenon of Pokemon Go:
Tracking and Monitizing the Real-Time Social Graph
Industries are based on “hits” and AR has arrived as a mega-hit. Totally unexpectedly, months before the arrival of the anticipate Hololens and Magic Leap, an ingenious mobile game has done it, in a superb combination of GPS technology and AR trickery.

Mark Carlson, CEO, SimpleFeed, Inc.
Chuck Fishman, Director, Media, Entertainment and Publishing, Acquia
Teri Thompson, President, Rocky Peak Enterprises, LLC
Lindsey Buchanan, Director of Social Media, Ayzenberg
Terry Redfield, CEO / Founder, Wicked Fun
Nancy King, Consultant, NewView Marketing, Moderator

Music 2020 - Creating the Future of Music Together
9:15-10:15 AM - Additional Ticket, Guerin C, Herscher Hall

The State of US Music --The Vast Transformation of 2015-16

David Bakula, Sr. VP of Analytics and Client Relations, Nielsen Entertainment
Bobby Owinskis, Bobby Owinski Media Group
Vickie Nauman, President, CrossBorderWorks
Daryl Friedman, Chief Industry, Government & Member Relations Officer, The Recording Academy
Sam Kling, SVP, Creative Operations, SESAC
Moderator: Gigi Johnson, Executive Director, UCLA Center for Music Innovation

10:15 AM – 11:15 AM
Session I: The Guerin A, Live Webcast
Financing the Imagination: Funding and Business Development in AR, VR and Immersion
Ankur Prakash, VP, Liberty Global Ventures
Don Stein, Partner, Virtual Reality Investments, LLC
Mary Ermitanio, Manager, Manatt Digital Media
Rob Vickery, co-founder and CEO, Stage Venture Partners
Kelemen Papp, Executive Director, Mooreland Partners
Tom K. Ara, Sharebolder, Greenberg Traurig, LLP
Mariana Danilovic, Founder and Managing Director, Hollywood Portfolio, Moderator

Session II: Herscher Hall, 2nd Floor, Room 202
360 Video and VR/AR - Content and Advertising - A Cross Platform Experience
Michael Rucker, founder, AdsOptimal
Craig Dalton, cofounder and CEO, DODOcase
Rebecca Markarian, SVP of Digital and Social Media, Ayzenberg Group
Matt Silverman, Head of Integrated Production, Ignition
Radu B. Rusu, CEO and Co-Founder, Fyusion
Kuangwei Hwang, co-founder and CTO, Videol
Ted Cohen, Managing Partner, TAG Strategic llc, Moderator
Music 2020 - Creating the Future of Music Together
10:20 AM - 11:05 AM - Additional Ticket
Guerin C, Herscher Hall

Infrastructure: Building New Pipes, New Rights, and New Micropayment Systems
Les Borsai, Co-Founder and President, Songlift
Jeff King, COO, SOCAN
Jesse Feister, Director, Client Technology Solutions, Kobalt Music
Michael Shanley, VP, IT Business Development, Music Reports
Moderator: Dae Bogan, President, TuneRegistry

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
Over-the-top-TV, television plus set-top, broadband connection and numerous CE devices and services, is removing barriers to the viewing experience. Consumers can now demand from TV the personal and enhanced video services they get from a computer. With all video, all the time, broadcasting and cable are changed forever.
Kim Hurwitz, Chief Content Officer, FilmOn.TV
Randa Minkarah, Venture Partner, Transform (formerly OneAccord Digital)
Chris Wagner, EVP and Co-Founder, NeuLion
Enrique V. Olives, Global Business Development Head, ABS-CBN Global
Frank Chindamo, President & Chief Creative Officer, Fun Little Movies
Ian Moffitt, Former, Head of Original Programming, Yahoo
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
Tish Ciravolo, President and Founder, Daisy Rock Girl Guitars
Debra Fine, CEO, “I Have a Dream” Foundation - Los Angeles
DMA/Donna Michelle Anderson, President, @PlanetDMA
Julie Spira, CEO, Cyber-Dating Expert and Social Media and More
Ana Flores, Founder + CEO, Latina Bloggers Connect
Erin Kapczynski, SVP Marketing, Kontrol Media
Linda Sherman, Co-Founder, The Courage Group, Moderator

11:00 AM - 11:50 AM
ThinkTank 1: Herscher Hall, 3rd Floor, Room 305
Hollywood and Cybercrimes: from Privacy to Piracy, Theft and the Dark Net
Frank Nein, President, 9Sight2020.com, Moderator

Music 2020 - Creating the Future of Music Together
11:10 - 12:00 Noon, Additional Ticket, Guerin C, Herscher

New Creation and Location Technologies
Juan Santillan, President, Vantage TV
Chris Ostoich, Co-Founder, LSNR
Refik Anadol, Director, Refik Anadol Studio; Lecturer, UCLA
Bastian den Braber, President / COO, SAMO
Moderator: Mike D’Errico, Adjunct Assistant Professor of Media Studies, Pitzer College; Musician, Designer

11:30 AM – 12:30 PM - The VR - AR - Immersive Track
Session I: Ahmanson Hall, Live Webcast
Advertising, Live and Brands in VR-AR-360 Video – from Mobile & Immersive to Experiential
Lex Halaby, Director, Funny Or Die VR, Music Videos & Commercials
Chuck Peil, Head of Business Development and Strategic Partnerships, Reel FX (VR for Lionsgate, JC Penny, AT&T, Samsung)
Mike Nichols, VP, Creative Technology, Fuel
Joseph Itaya, Founder & CEO, Epicenter VR
Dave Curry, VP, Emerging Trends & Technology, POP
Cynthia Lieberman, Media & Marketing Strategist, Lieberman Communications, Moderator

Session II: Guerin A Live Webcast
The Hollywood Strategy: Building the Film-TV-VR-AR-Game - The Collaborative Vision of Franchise and Brand Extension
Cristina Mancini, EVP Franchise Management, 20th Century Fox
Justin Clibborn-Booth, CMO/Head of Business Development, Psyop
Greg Coleman, VP of Franchise Management, Disney and Pixar

12:30 PM - 1:45 PM
Track I: Herscher Hall, 3rd Floor, 303-304, Webcast
Ultimate TV: The OTT, Cross Platform, Multiscreen Experience - Navigated by Set-top, Mobile Device or Console
Thomas K. Arnold, publisher and editorial director, Home Media Magazine
Robin Wilson, VP of Business Development, NAGRA
Campbell Foster, Dir, Product Mktg, Video Solutions, Adobe
Alex Drosin, President - North America, Massive Interactive
Dan Sweeney, VP, Sales & Marketing, Nevelex Corp.
Virginia Juliano, CEO & Founder, CobbleCord
David Leibowitz, Managing Partner, CH Potomac, Moderator
Track II: Herscher Hall, Room 202

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

Karen M. Robson, Partner, Pryor Cashman
Russell Schwartz, SVP, Business & Legal Affairs, Starz
David Tenzer, Partner, Law Office of David Tenzer
Vishal Panchal, Director, Digital & Theatrical Distribution, Shout! Factory
Simon N. Pulman, Associate, Cowan DeBaets Abrahams & Sheppard LLP
Christopher Rudy, Head of Partnerships, Cut
Michael Sid, CEO, Mediamorph, Moderator

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

Funding Women’s Projects: Film/TV Packaging to Tech Start-ups - VC - Private Equity and Crowdfunding

Nancy Duitch, CEO and Founder, Visionworx Branding
Joanna Cronin, Dir. Project Mgr, StartEngine Crowdfunding
Magdalena Segieda, co-director, TrackNation and co-producer, Gosnell: America’s Biggest Serial Killer
Renata RA Akhunova, Partner, Formula VC, Venture Fund, Moderator

Music 2020 - Creating the Future of Music Together
12:45 - 1:15 PM Additional Ticket
Guerin C, in Herscher Hall

Brands, Bands, and Competing for the Attention Economy

Perry Symonds, Director of Strategy, Platinum Rye
Moderator, Dr. Bob Fink, Faculty Director, UCLA Music Industry Minor, UCLA Herb Alpert School of Music
Additional speakers to be announced

1:00 PM - 2:00 PM

The VR - AR - Immersive Track
Session I: Ahmanson Hall, Live Webcast

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

Clay Weishaar, Creative Director, Tools of North America
Donny Makower, co-founder and President, RED Interactive Agency
Jennifer Richey, Co-Founder, Director of Business Development, Gravity Jack, Inc.
Christine Lee, VP and GM, Global Business Development, IMMERSV INC.
Nicholas Longano, Head of VR/AR, Manifest LLC
Michael Todd Cohen, VP / Director, Digitas Studios
Vince Cacace, Founder and CEO, Vertebrate
Malia Probst, VR/AR Producer & Connector, Director of Brand Strategy, VRScout, Moderator

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

Mobile AR and VR – 360 Video – Content - Advertising - Social - The Next Communications Experience

Warren Zenna, EVP, Managing Director, Mohbext, Havas Media's Global Mobile Marketing
Seth Schachner, Managing Director, Strat Americas
Brian Selzer, VP, Business and Product, Development, DAQRI
Guy Bendov, CEO, Sidekick Games
Thomas Neubert, Chief Commercial Officer, Virtually Live
Jeb Terry, VP, Partner and Program Development, FOX Sports
Alexis Macklin, Analyst, Greenlight VR, Moderator

Music 2020 - Creating the Future of Music Together
2:15 PM - 3:30 PM - Add. Ticket, Guerin C, Herscher

Changing Nature of Where: Global Trends, Music Cities, Festivals, Clubs, and Where We Share

Michael McCarty, Chief Membership & Business Development Officer, SOCAN
Dennis Murcia, Codiscos/Tropisounds, Record Label Music
Tom Windish, President, The Windish Agency
Carlos Chirinos, Assistant Professor of Music Business, NYU Steinhardt; Director, NYU Music and Social Change Lab

Josette Bonte, Chief Strategy Officer, CTM:
Institute for Communication Technology Management,
Marshall School of Business, University of Southern California
Ed Haslam, CMO, Conviva
Ira Dworkin, EVP Product & Program Management, Vubiquity
Mark Donnigan, Vice President, Marketing, Beamer, Moderator

Track II: Guerin C, in Herscher Hall

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

Allen Sanford, CEO / Co-Founder, LiveList
Juan Santillan, CEO, Vantage TV
Raymond Roker, HEAD OF CONTENT STRATEGY/EP/DIR, Goldenvoice
Brian Anderson, Global Programs Manager Music and Entertainment, YouTube
Kat Chung, Client Director, Strategy, Initiative
John J. Petrocelli, CEO, Bulldog Digital Media, Moderator
**Track III: Herschel Hall, 3rd Floor, Room 305**

**Investment, Financing & Packaging Projects: Unique Content - Unique Technology**

Diane McGrath, Managing Director Media and Technology, Streicher, J Streicher Capital  
Greg Ak塞尔rd, Partner, Stubbs Alderton & Markiles, LLP  
Monica Dodi, Managing Dir, Women’s Venture Capital Fund  
Josh Stein, Special Counsel, MG+  
Joey Tamer, President, S.O.S. Inc, Moderator

**2:15 PM - 3:30 PM - Haas Conference Ctr - Room 171**

**Women in Media - Personal Branding and Niche Marketing**

Laura Nickerson, Media Host/Producer and Video Consultant, The Randy Lane Company  
De Ivett, President, CEO, 5D Spectrum  
Randy Lane, President, The Randy Lane Company  
Stephanie Weier, founder and CEO, BrandwoodGlobal.com  
Nick Panella, Media Analyst, Workhouse Media  
Aimee Helfand, founder and CEO, Famelie  
Anna Ibbotson, President, Deep Focus LA, Moderator

Sponsored by Women in Film and Digital Hollywood

**2:15 PM - 5:00 PM, Herschel Hall, 2nd Floor, Room 202**

“I have an idea for an app, so how do I start?”

1. Part 1 - Where to start?  
2. Part 2 – How to market and exploit an app?  
Speakers to be announced

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

Session I: Ahmanson Hall, Live Webcast  
Casting Directors + Actors + Virtual Reality + Motion Capture = Working in Hi-Tech Hollywood  
Speakers to be announced

Session II: Guerin A, in Herschel Hall, Webcast  
CG Humans: Integration of the Virtual  
Character in Film - TV – VR - Games  
Joseph A. Zaki, Founder and CEO, VIRTUALITY  
Marshall Millett, CEO, AeMass (Volumetric Motion/Reality Capture)  
Richard Taylor, Cinematics Director, Electronic Arts on Command & Conquer 3 and Red Alert 3, CEO 3SpaceVR Inc.  
Gregory Peter Panos, Founder: Persona Foundation, Futurist, VR/AR Pioneer  
Woody Schulz, Actor, Producer, Writer and President/Partner of Winning Swimmer Productions  
Alexx Henry, CEO, BlueVishnu/ Avatar Shepherd  
David Traub, Co-Founder, Epiphany Film Fund, Moderator

**Music 2020 - Creating the Future of Music Together**

3:30 - 4:15 PM Additional Ticket  
Guerin C, in Herschel Hall  
The Long View: Mega-Cities, Longer Lives, and Transforming Careers  
Catherine Tang, Senior Urban Designer, AECOM  
Branka Olson, Principal, Sindik Olson Associates  
Dr. Patricia Riley, Director, USC Annenberg Scenario Lab  
David MacFayden, Professor, UCLA

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

Track I: Herschel Hall, 3rd Floor, Room 303-304, Live Webcast  
**Video Everywhere - Technologies & Platforms - Enabling the Next Generation of Over-the-Top TV**  
Judy Johnson, Director of UX & Product Innovation, AWE Division, Bottle Rocket  
Xavier Kochhar, President and CEO, The Video Genome Project, Structured Data Intelligence (SDI)  
Miles Dinsmoor, Co-Founder/Partner, modop  
Greg Morrow, SVP, Digital, Sports & Entertainment, TEN: The Enthusiast Network  
Jeff Weber, CEO, ZoneTV  
Jonathan Hurd, Director, Altman Vandalie & Company, Moderator

Track II: Haas Conference Center - Room 171  
**Brandied Entertainment Marketing - Across Platforms - Leveraging Image, Content and Celebrity**  
Dea Lawrence, Chief Marketing Officer, Variety  
Jamie Woglon, Vice President, Marketing, Fathom Events  
Dexton Deboroe, co-founder / Managing Partner, Los York  
Philip Hickey, VP, Marketing and Communications, Seriously  
Paul Katz, Founder and CEO, Entertain Impact  
Jennifer Palacios, Entertainment Marketing Executive, Creative Artists Agency  
Jordan Yospe, Of Counsel, Eisner Jaffe  
Ben Mendelson, co-founder and president, Interactive Television Alliance, Moderator

Track III: Herschel Hall, 3rd Floor, Room 305  
**Content Rights, Licensing and Technology Solutions in Media and Entertainment: Implementation of Technology Strategies**  
James Creech, CEO, Paladin Software  
Steven Polster, CEO, RIGHTSTRADE  
Graham M Oakes, CEO, Media Science International; Chairman, Digital Watermarking Alliance  
Pablo Argon, Sr Dir, Technical Strategy, Ericsson TV Platforms  
Bill Woods, SVP, MediaMorph  
Rajan “Raj” Samtani, Founder and VP of Business Development, Tengence LLC, Moderator

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

Session I: Ahmanson Hall, Live Webcast  
**Innovating in VR-AR-Immersive Production - The Amazing Journey of Imagination, Gear and Innovation**  
Irady Eyal, President, Better VR  
Alex Barder, Co-Managing Partner, VRWERK  
Matthew Forrest, VP of Production and Operations, Endemol Shine Beyond USA  
Dan Ferguson, EVP Digital Interactive, Groove Jones  
Keram Malicki Sanchez, Execu Dir, VRTO Virtual & Augmented Reality World Conference & Expo (Toronto); Director, FIVARS  
James Cahall, Chief Technical Officer, Toon Goggles, Inc. & Digital Media Interactive LLC  
Jefferson Wang, Sr Partner, IBB Consulting Group, Moderator
Friday, October 21st

**Session II: Haas Conference Center - Room 172-173**

**Business Reality for Virtual Creatives: VR Law, Agents, Contracts, and Unions**  
David Marlett, Founder / CEO, CINEMERSIA, Moderator  
*Additional speakers to be announced*

**Music 2020 - Creating the Future of Music Together**  
4:15 - 5:00 PM *Additional Ticket* - Guerin C, in Herscher  
Music 2020 -- Pulling It All Together -- Levers for Changing the Future Together  
Albhy Galuten, VP of Media Technology Strategy, Sony Network Entertainment  
Ted Cohen, Managing Partner, TAG Strategic  
Moderator: Gigi Johnson, UCLA Center for Music Innovation

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 - Member’s Organizational Meeting, Haas 171  
**Alliance for Women in Media, SoCal's Annual Member's Meeting**  
For membership information, please visit www.AWMSocal.org

6:15 PM - 8:00 PM *Open to all attendees*  
Evening Event & Reception - Haas, 172-173  
Sponsored by "The Women's Summit at Digital Hollywood"  
**The Numbers Don't Lie - Gender Equality in Content, Production and Advertising**  
Lori H. Schwartz, Technology Catalyst, Content Strategist, Media Advisor, Radio Host, Managing Partner @StoryTech, Moderator  
*Speakers to be announced*

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**Friday, October 21st**

**Drill Down Day at Digital Hollywood**  
Special Workshop

**9:00 AM - 11:30 AM**  
- Ahmanson Hall, Live Webcast  
**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  
*Speakers to be announced*

**Virtual Reality Production Roundtable**  
9:15 AM - 10:15 AM  
Haas Conf. Center, Room 173  
**VIRTUAL CINEMA: Writing, Directing and Acting for Live Action VR**  
David Marlett, CEO & Founder, CINEMERSIA

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**9:30 AM - 10:45 AM**  
ThinkTank I: Haas Conference Ctr - Room 171  
**Managing Video Strategy: Distribution Channels, Advertising and Technology**  
Josh Lamb, Executive Producer, Multipop  
Deb Ray, Chief Data Officer, VideoAmp  
Steve Lyons, Product Manager, Cedexis  
Jeffrey Stansfield, President and CEO, Advantage Video Systems  
Steve Harnsberger, EVP Strategic Business Development, Guidebox  
Lauren Cole, President, Cole Media, Moderator

**10:15 AM - 11:30 AM**  
**Virtual Reality Keynote**, Haas Center - Room 173  
**VR - Making Visions Real - At the Edge of Storytelling - Next Level of Entertainment**  
Daniel Kenyon, Founder/CEO, Furious M  
Peter Martin, Executive Creative Director, Spectacle  
Jim McArthur, Managing Partner & Chief Client Officer, FOLKLORE  
Gordon Bellamy, Visiting Scholar, USC. Event Chair, VR Intelligence, TheWaveVR, Moderator  
*Additional speaker to be announced*

**11:05 AM - 12:20 PM**  
ThinkTank I: Haas Conference Ctr - Room 171  
**Strategies in Advertising: Programmatic Buying, Targeting, Analytics and Contextual Media**  
Gabe Gottlieb, Co-Founder and CEO, Pathmathics  
Pete Kluge, Group Product Marketing Manager, Adobe  
Michael Benedek, President and CEO, Datonics  
Jeff Ferguson, CEO, Fang Digital Marketing  
Julian Baring, GM of North America, Adform  
Donovan Moore, Account Director, Goodway Group  
Keith Newman, President, Newman Media, Moderator

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**ThinkTank II: Haas Center - Room 172**  
**Accelerating Brand Value with Influencers: The Road to Relevance**  
**The Influencers**  
Manon Mathews, Social Media Influencer, Actress  
Matt Cutshall, Actor-Writer, Over 2,500,000 Social Media Followers  
**The Executives**  
Dana Long, SVP/Head of Digital & Influencer Practice, GOLIN DIGITAL, Moderator  
Tiffany Everett, Director, Digital, Golin Digital  
Kristen Berry-Owen, VP, Research & Analytics, Golin Digital
Virtual Reality Production Roundtable
11:45 AM – 12:45 PM - Haas Center - Room 173
The Future of Entertainment: VR Story Architects and Experience Designers
Celine Tricart, founder, Lucid Dreams Productions; and co-director, "Marriage Equality" VR film for Nokia and 3ality Technica, Moderator
Joel Douck, Co-founder, ECCO VR
Edward Button, Award Winning Director of Photography and Director
Csilla Kozma Andersen, Head of Content Relations, Nokia technologies

Special Crowdfunding - Full Day of Sessions
Noon - 1:00 PM - Ahmanson Hall
The Crowdfunding Update: A Roundtable of Experts
Jennifer Post, Partner, Raines Feldman LLP
Justin Giddings, CEO and founder, The Kickstarter Guy
Adam M. Goyer, Chief Strategy Officer, The Blak Box Group
Ryan Foland, Managing Partner, InfluenceTree, Moderator
Additional Speakers to be announced

1:15 PM - 2:45 PM - Ahmanson Hall
Crowdfunding Breakthrough:
Access to Capital Meritocracy through Reg A+ -- How is Raising Money from Consumers, Including Non-Accredited Investors Changing the Funding Marketplace
Ron Miller, co-founder and CEO, StartEngine
Gene Massey, Chairman/CEO, MediaShares.com & CinemaShares.com
Jillian Sidoti Esq, Crowdfunding Lawyers
Joshua Sessler, Partner, Cowan, DeBaets, Abrahams & Sheppard LLP
Mariana Danilovic, Founder and Managing Director, Hollywood Portfolio, Moderator
Additional speakers to be announced

1:00 PM - 2:00 PM
ThinkTank II: Haas Conference Center - Room 172
Live Video And The New Frontier Of Social Media - Opportunities, Considerations, Concerns, Value and Storytelling.
John Mracek, CEO, NetSeer
Andreas Jacobi, CEO, make.tv
Lippe Oosterhof, CEO, Busker
Nathan McGowan, Vice President, Product, The Hollywood Reporter & Billboard
Greg Morrow, SVP, Digital, Sports & Entertainment, TEN: The Enthusiast Network
Jeffrey Stansfield, President and CEO, Advantage Video Systems
Jenny Stiven, founder, Clio Consulting Group and Geeks With Grey Hair
Jonathan Tavss, founder & President, Scarlet Strategic, Moderator

Virtual Reality Production Roundtable
1:00 PM - 2:00 PM - Haas Center - Room 173
The Language & Aesthetics of VR: The Challenge of Creating Movies, Games & Other Experiential Programming
Ascot Smith, Filmmaker/Writer/Game Designer
Zenka, Independent Artist and Futurist, Jenny Carden
Larry Rosenthal, founder, Designer, Director, Producer, Cube3
Shane Pase, Ph.D., founding consulting partner, Reality Science
Anna Marie Piersimoni, Instructor, Department of Cinema and Television Arts, California State University, Northridge, Moderator

10:00 AM - 11:00 AM
ThinkTank I: Haas Center - Room 171
Twitter, Facebook, Snapchat & Other Social Media - Transforming Marketing,
Transforming the World
Marci Dobrow, VP of Global Client Services, iC Insights
Jessica Hasson, founder, PulpPR
Philip Barrett, Senior Vice President, Purl
Johnny Miller, Founder, Manumatix
Tamir Buchler, COO, Busker
John Bohan, CEO + Founder, Socialtyze
William Petersen, Vice President of Marketing & Strategy, theAudience, Moderator