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
Jules Urbach, *CEO,* Otoy
Craig Allen, *Digital Strategist, Creative Leader,* Creative Alchemy Incorporated
Dmitry Shapiro, *CEO,* GoMeta
Anjalis Shastri, *Senior Director, Design Strategy,* Mobile Group, Intel
Nancy King, *Consultant,* NewView Marketing, *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

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

Albhy 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: Herscher Hall, 3rd Floor, Room 303-304: Live Webcast

The Augmented Reality 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,* EyeCue 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.

Jason Jercinovic, *Global Head of Marketing Innovation & Global Brand Director,* Havas
Justin Herz, *Senior Vice President,* Digital, Warner Bros.
Yves Bergquist, *Project Director, Data & Analytics, Entertainment Technology Center,* University of Southern California, *Moderator*
Speakers to be announced

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,* Bungalo 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, *Cofounder 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
Michael Palmer, *GM of Video,* The Hollywood Reporter & Billboard
Paula Batson, *VP,* Communications, YouNow
Lena Lotsey, *Sr Social Media Mr,* 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 Rothkopf, *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

1:15 PM - 2:15 PM, 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
Bill Wheeler, *Writer,* "Queen of Katwe", "Ray Donovan", "The Reluctant Fundamentalist", "The Hoax", "The Prime Gig"
Jonathan Fernandez, *Writer/Producer,* "Rob the Mob," Writer "Star Trek: Enterprise," Writer, "WRESTLING MOSES for HBO"
Jaydi Samuels, *Writer, "Salem," "Celebrity Death Match," and "Family Guy"*
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*

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*

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

Programming the 'OVNs' (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 OVNs 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 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 film-maker and founder,* King Toledo Entertainment
Josh Chapman, *CFO,* Filmfundr
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 Kumra, *Co-Founder***,** Youngry.com & White House Award Winner, *Moderator*

3:45 PM - 5:00 PM

Track I: 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
Amit 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*

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 Solmssen, *Managing Dir,* POSSIBLE, Los Angeles
Tania Yuki, *CEO,* Shareablee
Liz Stahl, *Senior Director, Social Media,* Deep Focus LA
Marc Karzen, *CEO,* RelishMIX, *Moderator*

Track III: Herscher Hall, 3rd Floor, Rm 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,* convergenz/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
Camie Baker, *Director of Branded Content Partnerships, GET Creative studio,* USA TODAY NETWORK
Joergen Geerds, *CEO,* Koncept VR
Daniel Oberlerchner, *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, E*VP, 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* E! Entertainment
Michael Pachter, *Managing Director, Equity Research,* WEDBUSH 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, Rm 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 Birgfeld, *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 Kumra, *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 Ctr - Rm 172 & 173, Live Webcast

Inside the Experience: The Psychology of Immersive Design

This panel recasts Marshall McLuhan's famous axion 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 Begole, *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
Maurício Mota, *Co-President and Executive Producer,* Wise Entertainment
Jim Amos, *former, SVP 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*
Karinna 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, *SVP, 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*

11:30 AM – 12:30 PM

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,* Springbok Entertainment, *Moderator*

Session II: Guerin A, in Herscher Hall, Live Webcast

Virtual and Augmented Reality: The Technology that will Change Everything: Cinematic, Games, Advertising, TV and Social Media

Kyle Cooper, *Co-Founder,* Prologue Immersive
Andy Cochrane, *Interactive and New Media Director, Special Projects Lead,* Mirada
Jean-Colas Prunier, *Creative Director, Film Engine VR, VFX,* Life of Pi, Avatar, The Lord of the Rings and Guardians of the Galaxy
Joe Chen, *Exec Technical Producer,* Within (vrse.works), Here Be Dragons
Joerg Bachmaier, *SVP, Content Strategy and Co-Productions,* Machinima
Sivan Iram, *General Manager,* River Studios
Moderator; **Robert Nashak,** *COO,* Survios

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, Kardashian/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 Sarft*
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, **Benjamine 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. 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, DigitasLBi
Jason Jercinovic, *President,* Havas Worldwide Digital
Brandon Rochon, *Managing Chief Creative Officer,* Kastner & Partners
Jeff Hurlow, *Head of Brand Partnerships,* Vimeo
Adam Duritza, *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, Mktg & 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
Joaane 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,* Ntropic
Michael Conelly, *founder,* Blackthorn Media
Morris May, *founder/CTO,* Specular Theory
Ben Reiss, *Director of Business Development,* Hologram USA
Micah Ainsley Brown, *CEO,* Filmfundr, *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 start-ups 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 Iason, *Digital and Brand Packaging Executive,* Creative Artists Agency
Justin Hochberg, *CEO,* Just Entertainment
Evelyne Ouellet, *Chief Marketing Consultant,* SAFIRA Entertainment Marketing
Devery Holmes, *President & Chief Executive Officer,* Spark Alliance Marketing
Jonathan Lowe, *Executive Vice President,* AEG Worldwide
Mark Wolf, *Writer, Director, Producer,* Change The World Productions
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 Tochterman, *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
Karen Tenkhoff, Producer, The Motorcycle Diaries, Exec. at Wildwood (Spy Game, An Unfinished Life) Studio Exec., Frozen
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 Biermann, *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,* Ultro Labs
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 DeHey,** 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,* AnEFX
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

1. "The Martian VR Experience", 20th Century Fox and RSA Films, **Jen Dennis,** EP of Branded Content and VR, RSA Films, (Ridley Scott & Associates Films)

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, SyFy Networks

5. "Halcyon" VR/TV Hybrid for Syfy Network and Oculus, **Benjamin Arfmann,** 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,* RVLVR

Jenni Ogden, *President & Executive Producer,* Eye Q Productions, LLC

Monika Bielskyte, f*ounder,* AFE Media

Evette 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 anticipated 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*

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

David Bakula, *Sr. VP of Analytics and Client Relations,* Nielsen Entertainment

Bobby Owsinksi, Bobby Owskinski 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, *Shareholder,* 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,* Vrideo

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,* SongLily
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 I: 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, LISNR*
Refik Anadol, *Director,* Refik Anadol Studio; *Lecturer,* UCLA
Bastiaan 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
Pete Blumel, *co-founder, CEO, and Creative Director,* The Rogue Initiative
Geoffrey Long, *Creative Director,* USC, World Building Institute and World Building Media Lab
Josh Feldman, *Exec Producer, Head of Television Development and Production and Strategic Advisor for Digital Media,* Telltale Games/Lionsgate, *Moderator*

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, FrackNation 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,* Vertebrae
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, Mobext,* 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

1:20 PM - 2:10 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

2:15 PM - 3:30 PM

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

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

Nash Parker, *Director, IoT Ecosystem Development, Marketing & Corporate Affairs,* Nokia
Jim Monroe, *GM, BTV,* Didja, Inc.
P.P.S. Narayan, *VP, Engineering,* Yahoo!
Daniel Sanders, *VP, Video Engineering,* Verizon Digital Media Services
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, *SVP Product & Program Management,* Vubiquity
Mark Donnigan, *Vice President, Marketing,* Beamr, *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: Herscher 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 Akselrud, *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,* FamiLeague
Anna Ibbotson, *President,* Deep Focus LA, Moderator

Sponsored by Women in Film and Digital Hollywood

2:15 PM - 5:00 PM, Herscher 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 Herscher Hall, Webcast

CG Humans: Integration of the Virtual Character in Film - TV – VR - Games

Joseph A. Zaki, *Founder and CEO,* VRTUALITY
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 Schultz, *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 Herscher 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: Herscher 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 Vilandrie & Company, *Moderator*

Track II: Haas Conference Center - Room 171

Branded Entertainment Marketing - Across Platforms - Leveraging Image, Content and Celebrity

Dea Lawrence, *Chief Marketing Officer,* Variety
Jamie Woglom, *Vice President, Marketing,* Fathom Events
Dexton Deboree, *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: Herscher 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

Irad Eyal, *President,* Better VR
Alex Barder, *Co-Managing Partner,* VRWERX
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*

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

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

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,* Pathmatics
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*

ThinkTank II: Haas Center - Room 172

Accelerating Brand Value with Influencers: The Road to Relevance

The Influcencers
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 Douek, *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 I: Haas Center - Room 171

Twitter, Facebook, Snapchat & Other Social Media - Transforming Marketing, Transforming the World

Marci Dobrow, *VP of Global Client Services,* 4C Insights
Jessica Hasson, *founder,* PulpPR
Philip Barrett, *Senior Vice President,* Purch
Johnny Miller, *Founder,* Manumatix
Tamir Buchler, *COO,* Busker
John Bohan, *CEO + Founder,* Socialtyze
William Petersen, *Vice President of Marketing & Strategy,* theAudience, *Moderator*

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*