

# Digital Hollywood Spring

The Digital Future has Arrived!

May 23-25, 2017

Skirball Center, 2701 N Sepulveda Blvd, Los Angeles, CA 90049

## Tuesday, May 23rd

10:00 AM - 11:15 AM - Live Webcast

Track I: Haas Conference Center, Room 172 & 173

### The Phenomenon of AR Gets Real - Entertainment, Advertising, Education - The Gateway to the Future

Industries are based on "hits" and AR is about to emerge as a mega-hit. A full year and unexpectedly, months before the arrival of the anticipated Hololens, Magic Leap and Apple Computer's AR entry, an ingenious mobile game arrived, in a superb combination of GPS technology and AR trickery. And now AR is moving further into Advertising, Education, Entertainment and is expected to become a regular feature in the next generation of smartphones.

**Don Daglow**, CEO, Daglow Entertainment (Games Industry Leader: La Russa Baseball, Madden NFL, NASCAR Racing)

**Dmitry Shapiro**, CEO, GoMeta

**Anjali Shastri**, Senior Director, Design Strategy, Client Computing Group, Intel

**Catherine Metzner**, Creative Team, Niantic, Inc.

**Arno Hartholt**, Director of Research and Development Integration, Institute for Creative Technologies, USC

**Nancy King**, Consultant, NewView Marketing, Moderator

Track II: Haas Conference Center, Room 171

### The Power of Influencers: Accelerating Brand Value Across Platforms - From Internet TV - Mobile - Social Networks

**Jared Heinke**, President, Whalerock Digital

**Danyelle McGill**, Vice President, Influencer Marketing, 87AM

**Angela M. Jollivet**, Senior Project Manager, The GRAMMYS/The Recording Academy

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

**Nick Childs**, Chief Creative Officer NA, Society (IPG Mediabrands)

**Arlita Fowler**, Agent, Digital Talent and Packaging group, Creative Artists Agency (CAA)

**Mark Kapczynski**, President, Storymill, Moderator

10:45 AM - 11:45 AM - Herscher, 3rd Floor, Rm 303-304

### Indie TV - OTT and Streaming - The Gateway to the Hollywood of Content to Phones, Tablets, TV and PC

Internet TV has reconfigured television programming. The phrase Broadcast TV is not only antiquated, in a very few years, it may not even exist. And what we refer to as OTT may soon be the only form of consumer video distribution remaining.

**Albhy Galuten**, VP of Media Technology Strategy, Sony Network Entertainment

**Scott O'Neill**, SVP of North America, MPP Global

**Anthony Layser**, VP, Partnerships & Programming, Xumo

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

**Michael Alexander**, Strategy & Growth Initiatives, IBM Global Telecommunications Industry

**Rich Whitman**, Founder + CEO, Audience Delivered

**Bruce Tuchman**, former, President AMC Global and Sundance Channel Global

**Bruce Eisen**, founder and president, The Law Offices of Bruce David Eisen, Moderator

11:30 AM - 12:30 PM

Track I: Haas Conference Center, Rm 172 & 173: Live Webcast

### Valuing and Financing Entertainment Content: Film/TV, Internet and Virtual Reality - From VC, Private Equity to Corporate Investment

**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

**Gregory Milken**, co-founder, March Capital Partners

**Larry Gerbrandt**, principal, Media Valuation Partners, Moderator

Track II: Haas Conference Center, Room 171

### From Demographics to Storygraphics: Applying AI for Advanced Audience Intelligence

**Robin Boytos**, Director, Analytics, Ayzenberg Group

**Ben Tatta**, Co-Founder and President, 605

**Yves Bergquist**, Data Scientist, CEO, Novamente and Director, "Data & Analytics" Project, USC's Entertainment Technology Center, Moderator

12 Noon - 1:00 PM

Session I: 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

**Timothy Dodd**, Senior Vice President, Corporate Development, Technicolor

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

**Mike Hildebrandt**, VP Corporate Development & Strategic Partnerships, DAQRI

**Eric Mizuguchi**, Manager New Ventures AR eyewear, Epson America Inc.

**Tom Wesselman**, Senior Director, Software Group, Plantronics

**Bill Newell**, President, North South Studios LLC, Moderator  
Speakers to be announced



Session II: Guerin A, in Herscher Hall

## The DealMaking Process: From Feature Film, Reality TV & Specials to Web Series and Indie Film Making

**Justin Hochberg**, CEO, Just Entertainment

**Vinay Singh**, Partner, Archer Gray (producers of indie movies - 20th Century Comen, Mr. Holmes etc.

**Amber Mazzola**, President, Machete Productions (Producer, Pretty Wild, WAGS, The Profit, The Partner, Millionaire Matchmaker)

**Andrew Sugerman**, Producer, "Conviction," "Any Day," "The Divide," "Prozac Nation," and Exec. Produced, "Shopgirl"

**Robert (Leo) Rodgers**, MBA, Sr. VP & Label Liaison, Bungalo Records/Universal Music Group

**Hannah Pillemer**, SVP, Development & Production, MarVista

**Melisse Lewis**, Entertainment Attorney, Moderator

### 1:00 PM - 2:15 PM

Track I: Haas Conference Center, Rm 172 & 173: 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.

**Jennifer Perri**, Director of Partnership Development & Multi-platform Strategy, Univision

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

**Josh Kreitzman**, SVP, Publishing and Programming, Jukin Media

**Lauren Merriam**, VP of Sales, Kin Community

**James Creech**, CEO, Paladin Software

**Sean Horvath**, Chief Innovation Officer, Stylehaul

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

Track II: Ahmanson Hall, Live Webcast

## Culture in Crisis: Docs, Nightly TV, Comedy, Drama, Social Media - Content in a 24/7 World

**Ashley Hasz**, Sr. Director Film & Integrated Marketing, Participant Media

**Ted Richane**, Director of Engagement and Impact, Vulcan Productions

**Dylan Byers**, Senior Media Reporter, CNN Media and CNN Politics

**Nicole Carrico**, VP Content Collaborations, Upworthy

**Carter Covington**, Creator and Executive Producer, Faking It, MTV

**Jeff Melvoin**, Executive Producer, Designated Survivor, ABC TV

**Moderators: Kerry Edelstein**, President, Research Narrative, Inc. and

**Lynn Gutstadt**, Managing Partner, LG Communications Consulting

### 1:00 PM - 2:00 PM

Herscher Hall, 2nd Fl., Room 202

**Hollywood & Space: Everything Starts with Arthur C. Clarke, Stanley Kubrick and Gene Roddenberry**

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.

**Tom Kelly**, Head - Consumer Analytics & Research, AOL

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

**Lewis Rothkopf**, Programmatic Expert

**Mitchell Reichgut**, CEO, Jun Group

**Jeff Hochberg**, VP, Data Activation, ShareThis, Moderator

The University Project at Digital Hollywood

An Immersive Workshop Experience with Oracle & CSUEA

**1:00 - 1:15 PM**, Guerin C, Herscher Hall

## Skills for the New California Digital Economy

**Dr. Dina Ibrahim**, Director, The California State University Entertainment Industry Initiative

**1:15 PM - 2:15 PM**, Guerin A, in Herscher Hall

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

**Steven Haft**, Producer Dead Poets

Society/MADtv, SVP Innovation, Time Inc.

**Craig Ross Jr.**, Director (NCIS, Bones, Blue

Hill Ave)

**Adam Leipzig**, CEO, Entertainment Media Partners,

(Supervising Executive, Penguins, Honey, I Shrank the Kids)

**Rob Edwards**, Writer, THE PRINCESS AND THE FROG

**Gary Goldberger**, Law Offices of Gary G. Goldberger

**Catherine Clinch**, TV Writer, TV veteran, Hunter, Jake & The

Fat Man, Knight Rider, Love Boat, Hart to Hart, Moderator

**Immersive Workshop Experience with Oracle & CSUEA**

**1:25 PM - 2:45 PM**, Guerin C, Herscher Hall

## Shrinking the Skills Gap in Mobile & VR Education

**Angela Haddad**, Creative Director & VR Producer, OneThirdBlue

**Chris Hewish**, EVP Games & Interactive, Skydance Media

**Dakota Ortiz**, Strategic Partnerships, Bixel Exchange

**Richard Marks**, Research Fellow & Head of Sony PlayStation Magic Lab, Sony Interactive Entertainment

**Stephen Ip**, Co-Founder & Chief Strategy Officer, ADVR

**Anna Marie Piersimoni**, Instructor, Digital Media, CSU Northridge, 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****Ryan Pulliam**, CMO, Specular Theory**Christina Heller**, CEO & Co-founder, VR Playhouse**Jenni Ogen**, President & Executive Producer, Eye Q Productions, LLC**Allison Huynh**, Founder and CEO, MyDream Interactive**Kymber Lim**, CCO + Head of Studio, Holor**Rachel Skidmore**, Director of Media Development, Skybound Entertainment**Louisa Spring**, CEO, Spring Alliance, Moderator

Track II: Herscher Hall, 2nd Floor, Room 202

**OTT Programming: The Multiscreen Video Experience****William H Masterson III**, Co-Founder, Believe Entertainment Group**Sarah Malkin**, VP, Programming, New Form**Xavier Kochhar**, Founder and CEO, The Video Genome Project® a Division of Hulu**Steven M Brown**, Chief Revenue Officer, ViewLift**Larry Laboe**, President of Production, SXM**George Woolley**, Head of Originals, Portal A**David Tocherman**, CEO, Canvas Media Studios**Steve Bradbury**, President, Deep Sports, Moderator

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

**Social Media Transforms Entertainment Marketing = Facebook, Instagram, Snapchat, Twitter, LinkedIn**

Any pundit who suggests that social media or mobile device usage has reached a saturation plateau had better go back to the drawing board. In fact, social media, as content, communications or advertising is expanding all over again.

**Tania Yuki**, CEO, Shareablee**Scott Booth**, Chairman & President, Honeycommb**Ryan Detert**, CEO, Influential**Liz Stahl**, President, In Haus**Darnell Brisco**, Account Director, McBeard**Kirstin Benson**, Editorial Director, INSTANT, Time, Inc.**Marc Karzen**, CEO, RelishMIX, Moderator**2:30 PM - 3:30 PM**

Haas Conference Ctr - Rm 172 &amp; 173, Live Webcast

**Space Habitats and Living Environments vs. Hollywood Fiction - The Designs for the Future****Jacki Morie**, Founder / Chief Scientist, All These Worlds, LLC.**Jon Arenberg**, Chief Systems Engineer, James Webb Space Telescope, Northrop Grumman**Dr Pascal Lee**, Chairman, Mars Institute, Planetary Scientist, SETI Institute; Director of the NASA Haughton-Mars Project at

NASA Ames Research Center

**Pete Blumel**, co-founder, CEO, and Creative Director, The Rogue Initiative (former DREAMWORKS SKG and Amblin Entertainment Animation Executive)**Connie Reese**, Civil Space Communications, Space Systems Division Public Relations, Northrop Grumman Aerospace Systems, Moderator

The University Project at Digital Hollywood

**An Immersive Workshop Experience with Oracle & The CSUEA****3:00 PM - 4:00 PM**, Guerin C, Herscher Hall**Mobile Cloud Technology Showcase**Mobile & Bots in the Cloud with **Serge Leontiev**, Infrastructure Architect, OracleDesigning Next-Gen Digital Experiences with **Francisco Brito**, UX UI Mobile Engineering Specialist, OracleCultural and Digital Preservation in the Cloud with **Brian Campanotti**, Global Director, Digital Media Solution, Oracle**3:45 PM - 5:00 PM**

Track I: Haas Conference Ctr - Rm 172 &amp; 173, Live Webcast

**Cable, TV, Film and Broadband - New Content - New Networks - Streams, Platforms, Devices****Jason Henderson**, Senior Manager, Contracts, DISH Network**Joe Friend**, Vice President, Ad Technology Systems, Fox Broadcasting Company**Scott Brown**, SVP Technology & Strategic Relations, Engineering & Technology, The Nielsen Company**Barry Loudis**, Senior Director, Business Development & Digital Distribution, Turner Content Distribution**Andrew Schneider**, Chief Digital Officer, TENGA Media**JD Tengberg**, Principal, Deloitte Transactions and Business Analytics LLP, Moderator

Track II: Haas Conference Center - Room 171

**360 Video and VR/AR - Content and Advertising - A Cross Platform Experience****Matthew Seymour**, Executive Producer / Business Development Director - VR & AR, Psyop**Joergen Geerds**, CEO, Konzept VR**David Birnbaum**, Design Director, Immersion Corporation**Cosmo Scharf**, co-founder of VRLA and co-founder, Mindshow**Matt Silverman**, Head of Integrated Production, Ignition**Chad Woods**, Immersive Reality Designer, Team One**Ted Cohen**, Managing Partner, TAG Strategic llc, Moderator

Track III: Guerin A, in Herscher Hall, Webcast

**The TV/Film/Video - Platforms and Partnerships - Developing Hollywood Content as Brand and Distribution Package****Phil Lott**, Co-Founder and President, AMPLE (Showrunner, The Pitch; Director, Undercover Boss)**Brant Pinvidic**, television producer, founder and CEO, INvelop Entertainment**JR Yagur**, VP, Advanced Media Planning & Management, Universal Music Group (UMG)

**Elissa Friedman**, VP, Production and Development, Covert Media

**Philip Shafran**, Director of Content Activation, Brand and Rights Management, Vin Di Bona Productions

**Doug Dezzani**, Creative Director for Integrated Marketing, Ignition Creative

**Kimberly King-Burns**, Partner, convergenz/solutions, Moderator

### 3:45 PM - 5:00 PM

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

## The Star Trek Effect on Technology – Imagination Gets Realized – Smartphones and VR to Space Technology

Moderator - **Steve Peters**, Emmy-winning Experience Designer, Interactive Content Creator, AR/VR Consultant, founder; No Mimes Media

**Marijke Jorritsma**, UX/UI Designer; NASA Jet Propulsion Laboratory

**Trevor Roth**, COO and President of Development, Roddenberry Entertainment

**Steven-Charles Jaffe**, Producer, Star Trek VI: The Undiscovered Country, Strange Days

**David Delgado**, Visual Strategist, NASA Jet Propulsion Laboratory

**Mark Haynes**, Co-Writer, STARGATE ATLANTIS and STARGATE UNIVERSE; Co-Creator, HYPERLOOP

**Dr. Randii Wessen**, The Architecture-Team Lead Study Architect, Jet Propulsion Laboratory - JPL, NASA

### 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 Ahmanson Hall

**The Welcome Dinner** - Additional Ticket Required

## Hollywood and Space: Honoring the Greatest in Creativity – The Artists – The Science and the Right Stuff

**Jeffrey Kluger**, Editor at Large, Time magazine and Time.com; Author, Apollo 13 and Apollo 8

**Lynda Obst**, Producer, Interstellar, Contact, Sleepless in Seattle, How to Lose a Guy in 10 Days and Partner & Stakeholder; The Rogue Initiative

**Brian Muirhead**, Project Manager, Asteroid Redirect Robotic Mission (ARRM), NASA/Jet Propulsion Laboratory

**Ian Hunter**, Academy Award Winner, Special Effects, "Interstellar"; Co-Founder/Creative Director, New Deal Studios

**Chris deFaria**, CEO, DreamWorks Animation (Executive Producer, Gravity)

Moderator - **Steve Schklair**, founding principal and CEO, 3ality & 3mersiv

Introduction by: **Marty Perlmutter**, Technologist & Social Activist

## Wednesday, May 24th

### 7:45 AM - 9:00 AM, Breakfast Session

Track I: Haas Conf Ctr - 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.

**Ben Bloom**, Service Line Director, Technologies Media + Gaming, Akamai

**John Corser**, VP Production NBCUniversal Cable Productions

**Gene Munster**, Managing Partner, Loup Ventures, previously managing director and senior research analyst, Piper Jaffray

**Larry Namer**, President/CEO, Metan Global Entertainment Group; Founder E! Entertainment

**Lindsay A. Gardner**, Chief Content Officer, Layer3TV

**Marty Shindler**, CEO, The Shindler Perspective, Inc., Moderator

### 9:15 AM - 10:15 AM

Track I: Herscher Hall, 3rd Fl, Room 303-304, Webcasting Live

## The Internet, OTT, Media and the Hollywood Connection

**Evan Greenberg**, Manager of Audience Development, TAPP

**Stephen Strong**, VP, Head of Revenue, Newsy, an E.W. Scripps Company

**Peter Drinkwater**, CEO, SARA Screen Audience Research America

**Reza Rassool**, CTO, RealNetworks

**Steve Wong**, Director of Business Development Media & Entertainment Group, Hewlett Packard Enterprise, Moderator

Track II: Herscher Hall, 2nd Floor, Room 202

## Crowdfunding, Start-ups & Angels: The Financing the Entertainment and Technology Industries

**Mark Landay**, Managing Dir, Dynamic Synergy Corporation

**Kumar Arora**, Serial Entrepreneur & Professional Daydreamer, Investor on CNBC's "Cleveland Hustles"

**Amy Wan, Esq.**, CIPP/US, Partner, Trowbridge Sidoti LLP

**Adam Marsh**, Entertainment/Media/Sports, Huntington Technology Finance

**Daniel J Cunningham**, President, Busted Buggy Entertainment

**Gene Massey**, Chairman/CEO, MediaShares.com, Moderator

**9:45 AM – 11:00 AM** – The VR - AR - Immersive Track  
 Session II: Haas Conf Ctr - Room 172 & 173, Live Webcast

**Inside the Experience: The Psychology of Immersive Design**

**Tai Crosby**, *Founder and CEO*, SilVR Thread  
**Pamela Rutledge**, *Director*, Media Psychology Research Center  
**Linda Durnell**, *Managing Partner*, Madison Lane Consulting  
**Tunisha Singleton**, *Consulting Partner*, Reality Science  
**Shane Pase**, *Director of Technology*, The Lotte Project/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, Herscher Hall, Webcast

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

From CES and Tribeca to Cannes and Sundance VR/AR has arrived and is transforming everything from entertainment and advertising to gaming and education. VR/AR are technologies that come along once a generation and capture the imagination of the world.

**Fredrik Frizell**, *COO and EP*, HERE BE DRAGONS  
**Niko Chauls**, *Director of Emerging Technology*, USA Today & Gannett Network  
**Scot Barbour**, *VP:Production Technology*, Sony Pictures Entertainment  
**Andrew McGovern**, *Vice President Virtual Reality/Augmented Reality Productions*, Digital Domain  
**Csilla Kozma Andersen**, *Head of Content Relations*, Nokia  
**Andrew Shulkind**, *Cinematographer and Co-Founder*, HeadcaseVR  
**Sun Jen Yung**, *Managing Director*, Headwaters MB, *Moderator*

**10:45 AM - Noon**

Track I: Ahmanson Hall, Live Webcast from this Room

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

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

**Andrew Solmssen**, *Managing Dir*, POSSIBLE, Los Angeles  
**Alison Hoffman**, *Chief Marketing Officer*, Starz  
**Anahea Ruys**, *Managing Director*, Carat LA  
**Michael Bertolina**, *VP, Client Development*, Branded Entertainment Network (BEN)  
**Ty Jones**, *Senior Director of Celebrity Talent*, WhoSay Inc.  
**Josh Brooks**, *SVP, Brand Strategy & Marketing*, Jam City  
**David Leibowitz**, *Managing Partner*, CH Potomac, *Moderator*

Track II: Haas Conference Center - Room 171

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

**Wendy Doulton**, *Managing Partner*, Katalyst Group  
**Shannon Keith**, *Social Entrepreneur, Abolitionist & CEO*, Sudara  
**Cam Kashani**, *Godmother of Silicon Beach*  
**Karina Karsten**, *CEO*, Love TV  
**Tania Yuki**, *CEO*, Shareablee  
**Valerie Alexander**, *author*, How Women Can Succeed in the Workplace (Despite Having "Female Brains")  
**Tess Cacciatore**, *CEO*, Global Women's Empowerment Network (GWEN), *Moderator*

Track III: Herscher Hall, Room 202

**Investment & Funding of Film, Indie Film and TV: from Theatrical Features to Cable Networks, Netflix and Amazon**

**David Bixler**, *SVP, Acquisitions*, 21st Century Fox  
**Ray Ricord**, *Senior Vice President*, Critical Content  
**John Kim**, *President*, Deep C Digital  
**Brian Herskowitz**, *CCO*, Horror Equity Fund  
**Seth M Willenson**, *President*, Seth Willenson, Inc., *Moderator*

**11:30 AM – 12:30 PM**

The VR - AR - Immersive Track  
 Session I: Haas Conf Ctr - Rm 172 & 173  
 Live Webcast

**VR/AR as Change Agent: Social, News, Documentary and Political Media**

**Kevin Tsukii**, *Immersive Video Lead*, Emblematic Group  
**Angel Manuel Soto**, *Creative Filmmaker™*, RYOT  
**Celine Tricart**, *Stereoscopic 3D and Virtual Reality, founder*, Lucid Dreams Productions  
**BC Biermann**, *Founder*, The Heavy Projects  
**Moderators: Robert Hernandez**, *Associate*

*Professor of Professional Practice*, USC Annenberg School of Journalism

**Stuart Sender**, *President*, Balcony Films, Inc.

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**

**Jeb Terry**, *VP, Partner and Program Development*, FOX Sports  
**Owen Hurley**, *VP, Creative, Animation and Games Group*, Technicolor  
**Dylan Flinn**, *Agent, Virtual Reality and Business Development*, Creative Artists Agency (CAA)  
**Jason Fiber**, *Head of Business Products*, THX Ltd  
**Dane Smith**, *Head of Business Development*, The Third Floor  
**Joerg Bachmaier**, *SVP, Content Strategy and Co-Productions*, Machinima  
**Shawn Gold**, *Corporate Marketing Officer*, TechStyle Fashion Group, *Moderator*



**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 Apps, Snapchat & Facebook to OTT Networks**

**Mike Cruz**, *Director of Digital Programming*, Skybound Entertainment

**Alan Cannistraro**, *CEO*, Rheo; *former Apps exec*, Facebook, Apple)

**Ryan Nugent**, *VP of Content Strategy*, Gunpowder & Sky

**Adam Dunitz**, *Sr Director*, *Global Partnerships*, *Video & Distribution*, Yahoo

**Harry Lang**, *VP of Product*, *Feelin'*, Hallmark Labs

**JR Griffin**, *VP*, *Digital Marketing & Business Development*, FremantleMedia North America

**Arthur Wang**, *Chief Marketing Officer*, Super Deluxe, a division of Turner

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

Track II: Haas Conference Center, Room 171

**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

**Matthew Knowles**, *Actor*, *Model*, *Singer*, and *bilingual Television Show Host*

**Fan Wang**, *Dir*, *Producer and scholar*, Sarft

**Gary Kho**, *Chief Marketing and Technology Officer*, Wanda Studios Qingdao

**David U. Lee**, *Founder / CEO*, Leeding Media

**Lora Y. Chen**, *CEO*, China Media Consulting, *Moderator*

Track III: Herscher Hall, 2nd Floor, Rm. 202

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

**Sarah Hawkins**, *Actor/Producer*, (Or Die Trying)

**Audrey Marco**, *Lead Business Development & Marketing Partnerships*, WhoHaha (co-owned w/Elizabeth Banks)

**Marlene Sharp**, *Producer*, *TV Series*, Sonic, Sega of America

**Kylie Sparks**, *actor/producer*, "Squaresville"

**Cupid Hayes**, *V.P. Business Development*, MCMG | Communications, Distribution

**Ellie Shoja**, *Head of Production*, Embold Media, LLC.

**Perrin Kaplan**, *Principal*, Zebra Partners, *Moderator*

**1:00 PM – 2:00 PM - The VR - AR - Immersive Track**

Session I: 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.

**Todd Hoddick**, *CEO*, Barco

**Gene Munster**, *Managing Partner*, Loup Ventures; *previously managing director and senior research analyst* at Piper Jaffray

**Kyle Vilella**, *Vice President of Distribution*, Fathom Events

**Ted Schillowitz**, *Futurist*, *20th Century Fox and Chief Creative Officer*, Barco Escape

**Heather Blair**, *Head of Cinema Sales*, MediaMation

**Chris White**, *VP*, *Business Development*, Osterhout Design Group

**Marty Shindler**, *CEO*, The Shindler Perspective, Inc., *Moderator*

Session II: - Haas Conference Ctr - Rm 172 & 173 - Webcast

**Virtual Reality as Technology/Content for Entertainment, Space Science and Visual Exploration**

**Jen Dennis**, *Head of RSA VR*, RSA Films, (Ridley Scott & Associates Films)

**David Karlak**, *Director*, *VR experience for Alien:Covenant*, RSA Films

**Kalan Ray**, *Lead Experience Designer*, Magnopus, Mission: ISS

**Danilo Moura**, *Strategy*, *Business Development & VR Creative Services* - LOOT

Interactive, LLC; *VR Production Partner*, 8i and Time Inc.'s LIFE VR "Buzz Aldrin: CYCLING PATHWAYS TO MARS"

**Christian Laursen**, *Creative Director & VR Creative Services* - LOOT Interactive, LLC - *VR Production Partner* for 8i and Time Inc.'s LIFE VR "Buzz Aldrin: CYCLING PATHWAYS TO MARS"

**David Bloom**, *Columnist*, Tubefilter, *Moderator*

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

Track I: Ahmanson Hall, Live Webcast

**The Future of Brand Partnerships: Message, Technology, Media, Entertainment & Advertising**

As consumers integrate broadband into every aspect of their lives, Hollywood and Madison Avenue have new opportunities to experiment with all forms of electronic messaging. This quantitative shift in the creative process is transforming advertising, entertainment and the devices themselves.

**Simon Kelly**, *Co-CEO and Chief Enthusiasm Officer*, Story Worldwide

**Beau Avril**, *Global Head of Product Commercialization*,



Google

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

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

**Jamie Woglom**, *Vice President, Marketing*, Fathom Events

**Marci Dobrow**, *SVP, Advertising*, HYFN

**Adrian Sexton**, *CEO*, TiTAN Platform, *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.

**Scott Barton**, *SVP, Branded Digital Content and Products*, Starz

**Mitch Weinraub**, *Director, Advanced Video Products*, Dish Network

**Rick Capstraw**, *Director Media & Entertainment Sales*, Verizon Digital Media Services

**Neil Deiter**, *Content/Technology*, Cisco

**Robert Rodriguez**, *CEO*, Natcom

**Clint Schaff**, *VP, Strategy + Development*, Los Angeles Times

**David Cutbill**, *U.S. Advisory Leader, Media & Entertainment*, Deloitte & Touche LLP, *Moderator*

Track III: Herscher Hall, 3rd Fl, Room 303-304, Live Webcast

### **Working in the Industry: An In-Depth Discussion with Executives and Creatives from TV, Film and Technology**

**Shannon Flynn**, *Television Director*, Nickelodeon, The Disney Channel

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

**Heather Marion**, *Writer*, "Better Call Saul"

**Gregg Katano**, *VR Ambassador*, MaiTaiGlobal & Partner/Chief Business Strategist, Unofficial Cardboard, Inc

**Evette Vargas**, *Writer, Director, Producer, Multiplatform and Virtual Reality Creator*

**Darlene Hunt**, *Actor/Writer Producer* ("Good Girls Revolt," "The Big C," "I Heart Huckabees")

**Simone Nelson**, *Managing Director*, The CSU Entertainment Alliance, *Moderator*

Track IV: Herscher Hall, 2nd Fl, Room 202

### **Women in the Creative Zone: Film & Virtual Reality to the TV Series and Advertising**

**Joanne Rubino**, *SVP of Production*, Thinkfactory Media

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

**Lori Kozlowski**, *Virtual Reality Producer*, Project Empathy

**Genevieve Jones**, *Manager of Production and Digital Development*, Skybound

**Kim Getty**, *President*, Deutsch LA

**Lauri Brown**, *EVP & Creative Director of A/V*, Ignition Creative

**Marjorie Dehey**, *VP Content Development*, Lyons Bishop

**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, Live Webcast

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

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

**Tanna Frederick**, *Producer/actor*, Defrost (VR Narrative Film)

**Peter Oberdorfer**, *President*, Tactic

**Michael Conelly**, *founder*, Blackthorn Media

**Michael Yang**, *Managing Director*, Comcast Ventures

**Euan Macdonald**, *CEO*, Holor

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

Session II: - Haas Conference Center - Room 171

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

**Sean Charles**, *VP, Global Publisher and Developer Relations*, ESL

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

**Ted Kenney**, *Director, Field and Technical Ops*, Fox Sports

**Andy Cochrane**, *Independent Digital Director*

**Eric W. Shamlin**, *Managing Director / Executive Producer*, Secret Location

**Christopher Bellaci**, *Head, Business Development*, Proof, Inc.

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

**2:30 PM - 3:30 PM** - Herscher Hall, 3rd Floor, Room 305

### **Space as Portal to our Humanity: Cinema as Vehicle for Exploration**

*Moderator* - **Don Levy**, *President*, Smith Brook Farm

*Speaker to be announced*

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

Track I: Ahmanson Hall, Live Webcast

### **Leveraging Content and Celebrity For Cross-Platform Success: From TV, Mobile & Internet to Social Media and Virtual Reality**

**Jeanne Wolf**, *Award-Winning Journalist and Media Coach*

**Jamie Elden**, *President*, NYLON Media; *Chairman*, Socialyte

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

**Petar Mandich**, *Chief Talent Officer*, ADDITION

**Noah Rubin**, *Editor in Chief*, MERRY JANE MEDIA

**Mark Wolf**, *Writer, Director, Producer*, Change The World Productions

**Tony Hoskins**, *Founding Partner*, POP, *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**

**Sophia Dilley**, Vice President of Production and Development, Route One (Tallulah, Colossal, Landline)

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

**Rachel Feldman**, Writer/Director, LEDBETTER, Lizzie

McGuire, Dr. Quinn, Med Woman, Doogie Howser, MD

**Alicia Malone**, Film Reporter, TV Host, Producer, Writer, Editor

**Alicia Malone**, Film Reporter, TV Host, Producer, Writer, Editor

**Denise Muyco**, co-founder and CEO, StratusCore, Moderator

**4:00 PM – 5:00 PM** - Haas Conference Center, Room 171

**Hollywood and Space: From Imagination to Reality - Crafting Reality through Imagination and Engineering**

**Dr. Armin T. Ellis**, Founder, Exploration Institute, Inventor of i2i Method™

**Daniel Faber**, Pioneer of Space Technologies and Mining  
Speakers to be announced

**4:00 PM – 5:00 PM** - The VR - AR -

Immersive Track

Session I: The Guerin A, in Herscher Hall,

Live Webcast

**The Power of VR-AR: A New Language of Artistry - A Unique Moment of Commercial Possibility and Marketplace**

**Johannes Saam**, Senior Software Developer, Framestore

**Peter Akemann**, President, Skydance Interactive

**Sandy Smolan**, Film & Television Director

**Neil Mandt**, founder and CEO, Mandt Bros Productions & Mandt VR

**Clay Weishaar**, creative director, Tool of North America

**Cathy Twigg**, Co-Founder/Chief Content and Production Officer, The Rogue Initiative

**Anna Marie Piersimoni**, Instructor, Department of Cinema and Television Arts, California State University, Northridge, Moderator

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

**VR-AR Everywhere! - Planes, Theaters, Hotels, Arcade & Theme Parks**

**Simone Nelson**, Director, Marketing & PR, California State University Entertainment Alliance, Moderator

**Cliff Plumer**, CEO, THE VOID

**Doug Griffin**, Founder and CEO, Nomadic VR

**Ashley Crowder**, CEO, Co-Founder, VNTANA

**Lou Pizante**, CFO and Head of Corporate Development, Two-Bit Circus

**5:00 PM - 6:15 PM**

Haas Conf Center, Room 171

**Entertainment and Cannabis: Who, What, Where, Why and How Much?**

**David Kostiner**, Managing Partner, Counsel LLP

**Gaynell Rogers**, Director/Partner, Alternative Health & Wellness Division, Bond Moroch Agency

**Jim Lewi**, Manager, Red Light Management

**Joshua Otten**, Founder, PRØHBTD Media

**Susan Soares**, Executive Director, C.A.R.E.

**Caroline Rustigian Bruderer**, founder, K-Line & Company, Moderator

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

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

Outdoor Area In Front of Haas Conference Ctr

Evening Events - 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 in Cinematic VR - Immersive Experiences of Mind, Time and Space**

**Eric Darnell**, Chief Creative Officer, Baobab Studios

**Maureen Fan**, Chief Executive Officer, Baobab Studios

**Ted Schillowitz**, Futurist, 20th Century Fox and Chief Creative Officer Barco Escape

**Eric W. Shamlin**, Managing Director / Executive Producer, Secret Location

**Anthony Batt**, Co-Founder and Executive Vice President, WEVR



**Thursday, May 25th**

Special Workshop

**9:00 AM - 11:20 AM** - Ahmanson Hall

**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

**9:00 AM - 10:00 AM**

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

**Innovation in Video Advertising: Enhancing Brand Experience - Singu Srinivas, SVP, Synacor**

**Jason Bercovici**, Manager, Product Strategy and Operations, Exponential

**Matt Wilkinson**, CSO, Mirriad

**Zak Soreff**, President, Sawyer Studios

**Aimee Helfand**, founder and CEO, FamiLeague

**Tracey McCormack**, Founder & President, McCormack Media Services, Moderator



**Sponsored by the Casting Society of America**

Track II: Haas Conference Center - Room 171

**The Casting Process for Immersive Media - CGI-VR-Games etc.**

**Suzanne Goddard-Smythe**, *CSA, Casting Director, Interactive, Quantic Dream for Sony*

**Ivy Isenberg**, *CSA, VR and Gaming (Call of Duty:Black Ops 1, 2 & 3, Call of Duty: Advanced Warfare)*

**Emily Schweber**, *CSA, Video Games, (Battlefield Franchise, Wolfenstein and Killzone)*

**10:15 AM – 11:15 AM** - The VR - AR - Immersive Track  
Session I: Haas Conf. Ctr. - Rm. 172 & 173

**Financing the Imagination: Funding and Business Development in AR, VR and Immersion – From VCs to Kickstarter and Corporate Investments**

**Rob Vickery**, *Co-Founder, Stage Venture Partners*

**Ryan Wang**, *Co-founder and General Partner, Outpost Capital*

**Alexis Macklin**, *Analyst, Greenlight VR*

**Sonata Taman**, *CEO & Principal Advisor, Luminaire Advisors*

**Francis Yip**, *Advisory Board Chairperson and Vice President/CBDO, VaranIDEA LLC.*

**Allison Huynh**, *Founder and CEO, MyDream Interactive*

**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**

**Greg Bond**, *SVP, Licensing, Blend Media*

**Jordan Mann**, *VR Creator, Samsung VR Series, entitled "Gone", "The Deepak Chopra VR Meditation Experience"*

**Benny Arbel**, *CEO, Inception VR*

**Sam White**, *Director of New Development and Strategic Partnerships, Two Bit Circus VR*

**Matthew Cook**, *Director Business Development and Content Acquisition, Autumn VR*

**Seth A. Schachner**, *Managing Director, Strat Americas, Moderator*

**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**

**Kim Hurwitz**, *Chief Content Officer, FOTV Media NetworksV*

**Randa Minkarah**, *Chief Operating Officer, Transform*

**Chris Wagner**, *EVP and Co-Founder, NeuLion*

**Frank Chindamo**, *President & Chief Creative Officer, Fun Little Movies*

**Keith Valory**, *CEO, Plex*

**Robert Magdien**, *Chief Programming Officer, Pluto TV*

**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**

**Debra Fine**, *CEO, I Have A Dream Foundation - Los Angeles*

**DMA/Donna Michelle Anderson**, *President, @PlanetDMA*

**Gladys Kong**, *CEO, UberMedia*

**Erin Kapczynski**, *SVP Marketing, Kontrol Media*

**Ronjini Joshua**, *Owner, The Silver Telegram*

**Natasha Mandich**, *founder, Citadella Media*

**Debra Chen**, *founder, Vanity + Trade*

**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*

**Newton Lee**, *Author, Educator, Futurist, Institute for Education, Research, and Scholarships*

**11:30 AM – 12:30 PM** The VR - AR - Immersive Track

Session I: Haas Conf Ctr - Room 172 & 173, Live Webcast

**Advertising, Live Events and Brands in VR-AR-360 Video – from Mobile & Immersive to Experiential**

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

**Tim Dillon**, *Executive Producer, MPC VR*

**Mike Nichols**, *VP, Creative Technology, Fuel*

**Craig Dalton**, *cofounder and CEO, DODOcase*

**Joseph Itaya**, *Founder & CEO, Epicenter VR*

**Alex M. Calle**, *Chief Creative Officer, Chief Executive Officer, Entertainment Design Corporation*

**Malia Probst**, *VR/AR Producer & Connector,*

*Director of Brand Strategy, VRScout, Moderator*

Session II: Guerin A Live Webcast

**VR-AR/MR ThinkTank - The Deep Dive - Creative - Visionary Experiential Content and Technology**

**BJ Schwartz**, *co-founder, Vanishing Point Media*

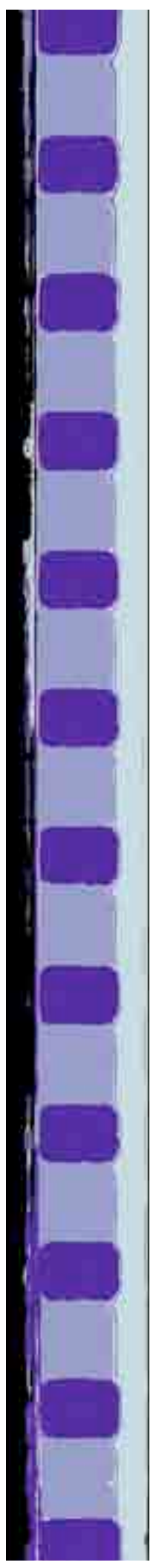
**Seth Skolnik**, *COO, Live Planet*

**Andrew Goldstein**, *CEO and Co-Founder, Otherworld Interactive*

**Bastiaan den Braber**, *President / COO, SAMO*

**Edward Button**, *Award Winning Director of Photography and Director*

**Ben Mendelson**, *co-founder and president, Interactive Television Alliance, Moderator*



Noon - 7:30 PM, Herscher Hall, Guerin C

## The Digital Hollywood DigiFest

### The Sponsors:

I. Women in Film

II. NALIP - The National Association of Latino Producers

III. HollyShorts

**First Presentations - Screening - Q&A**

**End-of-Day Awards Celebration**

### 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

**Colin Zhao**, *VP Product Management & Market Development*, NAGRA

**Alex Drosin**, *President - North America*, Massive Interactive

**Sean Doherty**, *founder*, Wurl TV

**Dan Sweeney**, *VP, Sales & Marketing*, Nevelex Corp.

**Steve Harnsberger**, *EVP Business Development and OTT Market Specialist*, ColorTV Inc.

**Jonathan Hurd**, *Director*, Altman Vilandrie & Company, *Moderator*

Track II: Herscher Hall, 2nd Floor, Room 202

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

**Jamice Oxley**, *Associate*, Pryor Cashman

**Bethany Kristovich**, *Partner*, Munger Tolles & Olson LLP

**Russell Schwartz**, *SVP and Head*, *Original Programming Business & Legal Affairs*, Starz

**David Tenzer**, *Entertainment Attorney*, formerly Generate, CAA

**Vishal Panchal**, *Director*, *Digital & Theatrical Distribution*, Shout! Factory

**Michael Sid**, *CEO*, Mediamorph, *Moderator*

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

## Crowdfunding Breakthrough: Access to Capital Meritocracy through Reg A+ to Crowdfunding Campaigns for Film - TV - Technology

**Jillian Sidoti Esq.**, *Crowdfunding Lawyers*

**Phil Ashcroft**, *founder and chief creative*, RTSTRY; *Board Member*; BAFTA Los Angeles

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

**Amy Wan, Esq.**, *CIPP/US*, *Partner*, Trowbridge Sidoti LLP

**Ryan Foland**, *Managing Partner*, InfluenceTree

**Richard Grover**, *CEO and President*, VaranIDEA

**Mariana Danilovic**, *Founder and Managing Director*, Hollywood Portfolio, *Moderator*

The Comedy Festival at Digital Hollywood - presented by David Zucker & Circa

**12:30 PM - 1:30 PM**, Herscher Hall, Guerin A

## "Hollywood? We Don't Need No Stinkin' Hollywood" A New Birth of Comic Freedom

**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

**Chuck Peil**, *Head of Business Development and Strategic Partnerships*, Reel FX (VR for Lionsgate, JC Penny, AT&T, Samsung)

**Christine Lee**, *VP and GM*, Global Business Development, IMMERSV INC.

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

**Sara Poorsattar**, *Director of VR/Video*, Vimeo

**Jon Simon**, *VP, Integrated Marketing*, Ayzenberg

**Vince Cacace**, *Founder and CEO*, Vertebrae

**Todd Hooper**, *founder and CEO*, VREAL

**Cynthia Lieberman**, *Media & Marketing Strategist*, Lieberman Communications, *Moderator*



**1:00 PM - 2:00 PM** - The VR - AR - Immersive Track

**Presented by Laduma**

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

## VR, The Directors Cut: Part of "The New Normal"

*Moderated by:* **Frank Radice**, *Expert in Residence*, Definition6

**Ben Smith**, *CEO*, Laduma

**Joel Douek**, *Co-Founder*, ECCO VR; *Chief Scientist*, Man Made Music

**Jesse Redniss**, *Chief Innovation Officer*, Turner Broadcasting

**Tyson Sadler**, *Emmy Award Winning Director*, Ryot

**Dylan Southard**, *Creative Director*, *writer*, VR Playhouse

The Comedy Festival at Digital Hollywood - presented by David Zucker & Circa

**1:45 PM - 2:30 PM**, Herscher Hall, Guerin A

## 360 Degree Comedy - Can VR/AR make content funnier?

**2:00 PM - 7:30 PM**, Herscher Hall, Guerin C

## The Digital Hollywood DigiFest

### The Sponsors:

I. Women in Film

II. NALIP - The National Association of Latino Producers

III. HollyShorts

**First Presentations - Screening - Q&A**

**End-of-Day Awards Celebration**

**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 & Corp Affairs, Nokia

**Nick Colsey**, Business Development, Sony Electronics

**Josette Bonte**, Chief Strategy Officer, CTM: Institute for Communication Technology Management, Marshall School of Business, University of Southern California

**Erik Ramberg**, Director of Product Management for TV & Media, Ericsson

**Robin Wilson**, ITV Technology Consultant

**Mark Donnigan**, VP, Marketing, Beamr, Moderator

Track II: Herscher Hall, 2nd Floor, Room 202

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

**John J. Petrocelli**, CEO, Bulldog Digital Media

**Jason, Beukema**, CEO/ Founder, Whet Travel - GROOVE Cruise

**Brian Anderson**, Global Music Sponsorships Lead, YouTube

**Peter Csathy**, founder & chairman, CREATV Media

**Raymond Leon Roker**, Executive Producer / Content Creative Director – Coachella/GoldenVoice, AEG

**Devon Copley**, Product Management, Nokia Ozo

**Kim Owens**, Founding Editor | Digital Media & Entertainment Researcher, Kaffeine Buzz, Moderator

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

**Financing, Packaging & Investment: From Entertainment & Indie Project to Technology & Startups**

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

**Diane McGrath**, Managing Director Media and Technology, Streicher; J Streicher Capital

**Greg Akselrud**, Partner, Stubbs Alderton & Markiles, LLP

**Jennifer Post**, Partner, Thompson Coburn

**Nick Davidov**, Co-Founder, Gagarin Capital

**Jason Scoggins**, President & COO, Slated, Inc.

**Joey Tamer**, President, S.O.S. Inc., Moderator

**2:30 PM - 3:30 PM** - The VR-AR Immersive Track

Session I: Ahmanson Hall

**The Future of Entertainment: VR Story Architects and Experience Designers**

**Celine Tricart**, Stereoscopic 3D and Virtual Reality, founder, Lucid Dreams Productions, Moderator

**Jenn Duong**, Director of Virtual Reality 1215creative

**Najeeb Khuda**, founder & CEO, Endless Media

**Alex Pearce**, VR Producer, Jaunt Studios

**Dylan Roberts**, war zone VR filmmaker, Freelance Society

**Thomas Wallner**, Founder-CEO, Deep, Inc.

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

**VR/AR Production: Advances in Visualization & Experimentation in Cinematic - TV – Ads - Games**

**David Traub**, Co-Founder, Epiphany Film Fund, Moderator

**Brett Leonard**, Virtual Reality Expert/Creator, VIRTUOSITY VR (Director - The Lawnmower Man)

**Edward Dawson-Taylor**, co-founder, Edge Visual Studios (VFX, Jurassic World & Jungle Book)

**Jacque Barnbrook**, Co-Founder/Executive Jester, VRiety Shows (The Martian VR Experience, Jungle Book, Pirates of the Caribbean: Dead Men Tell No Tales)

**Woody Schultz**, Actor, Producer, Writer and President/Partner, Winning Swimmer Productions

**Joseph A. Zaki**, Founder and CEO, VIRTUALITY

The Comedy Festival at Digital Hollywood - presented by David Zucker & Circa

**2:45 PM - 3:45 PM**, Herscher Hall, Guerin A

**It's a LIVE! Everybody's getting into the LIVE Act**

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

Track I: Herscher Hall, 3rd Fl, Rm 303-304, Live Webcast

**Video Everywhere - Technologies & Platforms - From Over-the-Top TV to 360 Video and Virtual Reality**

**Blair Harrison**, CEO, Frequency

**Nathan McGowan**, Vice President, Product, The Hollywood Reporter & Billboard

**Thomas K. Arnold**, publisher and editorial director, Home Media Magazine

**Jonathan Anastas**, CMO, TEN: The Enthusiast Network

**Jeffrey Stansfield**, President and CEO, Advantage Video Systems

**Jeff Weber**, CEO, ZoneTV

**Fredrik Anderson**, co-founder and SVP, Accedo

**Lauren Cole**, President, Cole Media,

Moderator

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

**Content Rights, Licensing and Technology Solutions in Media and Entertainment: Implementation of Technology Strategies**

**Steven Polster**, CEO, RIGHTSTRADE

**Graham M Oakes**, CEO, Media Science International; Chairman, Digital Watermarking Alliance

**Bill Woods**, SVP, MediaMorph

**Robin Wilson**, VP of Business Development, NAGRA

**Christina Smith**, SVP of Content Acquisitions, Jukin Media

**Rajan "Raj" Samtani**, Founder and VP of Business Development, Tengence LLC, Moderator



**The Women's International Music Network and Daisy Rock Girl Guitars Present**

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

Haas Conference Ctr - Room 171

**Women in Action: Disrupting Gender Norms in Music & Media**

**Tish Ciravolo**, *President and Founder*, Daisy Rock Girl Guitars

**Janet Billig Rich**, *Artist Manager, Music Supervisor, Producer, and Tony Award-nominated Broadway theater producer*

**De Ivett**, *CEO + Biz Dev*, 5D Spectrum

**Laura Nickerson**, *Host/Producer/Video Content Creator*

**Leslie Frank**, *Partner, King, Holmes, Paterno & Soriano*

**Kat Corbett**, DJ, KROQ

**Amberly Crouse-Knox**, *Senior Director - Creative & Marketing*, BMG Production

**Laura B. Whitmore**, *Founder*, The Women's International Music Network, *Moderator*

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

Session I: Haas Conf Ctr - Room 172 & 173, Live Webcast

**Innovating in VR-AR-Immersive Production - The Amazing Journey of Imagination, Gear and Innovation**

**Daniel Kenyon**, *Founder/CEO*, Furious M

**Keram Malicki Sanchez**, *Executive Director*, VRTO Virtual & Augmented Reality World Conference & Expo (Toronto), Director, FIVARS

**Louis Cacciuttolo**, *CEO*, VRrOOm

**Marco Rosado**, *Creative Director*, ModeSelect

**Jake Sally**, *Director of Development*, Two Bit Circus VR

**Ryan Moore**, *CEO*, Experience 360°

**Jim McArthur**, *Customer Experience, Creative Cloud*, Adobe, *Moderator*

The Comedy Festival at Digital Hollywood - presented by David Zucker & Circa

**4:00 PM - 5:00 PM** - Herscher Hall, Guerin A

**100 Year Comic Evolution: From Chaplin to Digital**

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

**End-of-Day Reception** – Taper Courtyard  
Outdoor Area In Front of Haas Conference Center

**The Comedy Festival at Digital Hollywood**

**5:15 PM - 7:15 PM** - Herscher Hall, Guerin A

**Comedy Cocktail & LOLY Awards Party**

The Best in Comedy – Performance – Screenings - Awards

**The Digital Hollywood DigiFest**

**6:15 PM – 8:00 PM** - Ahmanson Hall

**The Sponsors:**

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III. HollyShorts

**End-of-Day Awards Celebration**

**"Hollywood and Space Event"**

**Special Event Dinner** - Tickets Required

**6:15 PM - 8:30 PM**, Guerin Ballroom B

**"An Evening on Mars" - Mars City Fundraising Dinner**

**Hosted by Vera Mulyani, Mars City Design**

**Space Master of Ceremony, Gray Bright**, *Host*, The Tomorrow Show

**Guest Speaker, Mayor Jennifer Wood**, *California City*, Mojave

**VIP GUESTS:**

**Pete Worden**, *Chairman*, Breakthrough Prize Foundation, (Brig. Gen., USAF, Ret., PhD) Former Director of NASA's Ames Research Center and US Air Force

**David Bearden**, *General Manager* - NASA & Civil Space Programs at The Aerospace Corporation

**Loretta Whitesides**, *Founder Astronaut and Consultant*, Virgin Galactic; *Founder of Yuri's night*, Mentor and Master of Space Jedi