

Digital Hollywood Spring

The Digital Future has Arrived!

May 5th - 8th, 2014

The Ritz Carlton Hotel, Marina del Rey, California

The Strategic Sessions - Let's Get Started!

Monday, May 5th

10:00 AM - 11:15 AM

Track I: Ballroom Terrace (BrandPower) (ADVERT)

Native Advertising: Digital Advertising Industry Gets Serious About Better Advertising

Matt Palmer, SVP and GM, Demand Media

Andrew Budkofsky, EVP, Sales and Partnerships, Digital Trends

Greg Portell, Partner, A.T. Kearney

Mike Kisseberth, Chief Revenue Officer, TechMedia Network

Roger Camp, Partner & Chief Creative Officer, CAMP + KING

Aron Levitz, SVP, Wattpad

Shawn Gold, Advisor Wattpad.com, Moderator

Track II: Poolside Tent I (Hollywood)
(BrandPower) (SocialMobile)

The Power of YouTube: Unlocking the Power of Programming, Premium Content and Advertising

In the past year, YouTube has evolved from being a massive repository of extraordinary video content, to a massive repository of content channels produced in partnership with everyone from the primetime TV networks and primary Hollywood brands - both free and Premium - to start-ups, indie production as well as being the long tail of millions of hours of global video production and spontaneity. YouTube is re-writing the future of Television including advertising, subscription and other revenue models and it's all happening today!

Paul Snow, Mgr, TV and Film Content Partnerships, YouTube

Evan Bregman, Dir, Digital Media, Electus

Matthew Patrick, Sr YouTube Channels Manager, Defy Media

Adam Goldstein, Director of Business Development, ZEFR

Nicholas Adler, VP, Business Development, Cashmere Agency

Sharalyn Hartwell, Executive Director, Magid Generational Strategies™, Moderator

11:30 AM - 12:30 PM

Track I: Ballroom Terrace (BrandPower) (BIG) (Hollywood)

Broadcasting without Borders: Players in the New Guard of Broadcasting, Branding and Content Networks

Television isn't television anymore. We don't have TV shows. We have video content and we have video platforms - TV-PC-SmartPhones-Tablets - for consuming all the content that ranges from family video postcards and YouTube cats and dogs to broadcast TV and feature films. Broadcasting truly has no boundaries and the relationship of brands and advertisers to the new video reality is in a transformational state as well. The new world is being invented every day.

Ashley Kaplan, Head of Content, Fullscreen

Jake Dorn, VP, Global Business Develop & Partnerships,

Digitaria

Oren Katzeff, Head of Programming, Tastemade

David Karp, EVP, Business Development, SnagFilms, Inc.

Jason Berger, founder & Executive Producer, Kids at Play

Elizabeth Brooks, Head of Marketing, Live Nation Labs

Sang H. Cho, President and CEO, Mnet

Ann Greenberg, Founder & Chief Tinkerer, Sceneplay, Moderator

Track II: Poolside Tent I (FINANCE)

Valuing and Financing Entertainment Content: Movies, Television and Online Video, From VC & Equity to Crowdfunding

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

Mike LaSalle, Partner, Shamrock Capital Advisors

Marti Frucci, Managing Director, Digital Capital Advisors

René Bourdages, CEO, Elevado Media, Inc.

Adrian Ward, SVP - Entertainment Industries Division, Pacific Mercantile Bank

Seth Shapiro, President, New Amsterdam Media LLC

Nick MacShane, founder and Sr Managing Dir, Progress Partners

Larry Gerbrandt, Managing Director, Janas Group & principal, Media Valuation Partners, Moderator

(New Track) **Artists in Hollywood** - Actors - Writers - Performers - Directors - Producers Summit - (ARTISTS) (BrandPower)

12 Noon - 1:00 PM Marina Vista Room

The TV/Film/Video Creative Process, Developing Strategies and Partnerships - Developing Hollywood Content as Brand

Content as Brand

David Knauf, CEO, Bxx, LLC; Creator & Executive Producer, Emmy Winner, "CARNIVÁLE" (HBO)

Liz Coughlin, EVP, Head, MATTER West

Miranda Bailey, producer, "The Squid and the Whale" "Girl Most Likely"

Rebecca Donohue, Director of Digital Content & Social Media, Vin Di Bona Productions (VDBP), producers of "America's Funniest Home Videos"

Jason Richman, Writer, Lucky 7, Bangkok, Dangerous Bad Company, Swing Vote

Brendan Burch, CEO, Co-Founder and Executive Producer, Six Point Harness (6PH), Fox's Cosmos: A Spacetime Odyssey

Nicholas Reed, Academy Award Winner, The Lady in Number 6: Music Saved My Life, Moderator

1:00 PM - 2:15 PM

Track I: Poolside Tent I (BIG) (Hollywood) (FINANCE)

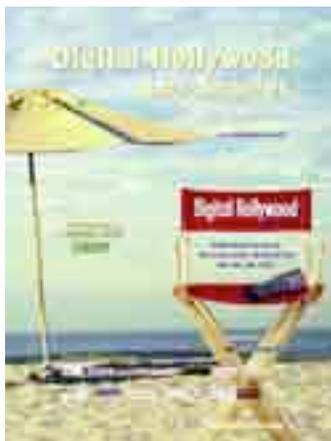
The New Hollywood Equation - Content Owners, Networks, New Platforms, Agents & Commerce

Schuyler M. Moore, Partner, Stroock

Glasgow Phillips, SVP Creative, Maker Studios

Eunice Shin, Director, Manatt Digital Media

Frank Radice, Expert in Residence, Definition 6



Steven Ktleman, *Shareholder*, Greenberg Traurig Law
Mark J. Kapczynski, *Chief Operating Officer*, Kontrol Media,
Moderator

Track II: Ballroom Terrace (ADVERT)

Hypertargeting: Ad Networks, Ad Serving and Ad Targeting

As the technology is refined and the networks become more powerful, the customer experience will become richer in accessing content and information, locating and interacting in communities of ideas as well as being served more relevant commerce and advertising information. As the consumer pursues his/her areas of interest, joining and interacting in communities, content and advertising partners must respond in kind, by giving the consumer only the data that is relevant. As the smartphone, computer and TV platforms become more elegant, both physically as well as in its software and operating system capabilities, the world of hypertargeting and hyperselecting - from both the client and server sides will deliver a more satisfactory and sophisticated experience.

Willis Duran, *Director, Targeting Sales and Strategy*, AOL
Michael Rubin, *Exec Dir, Business Development*, Mobile, YP
Jeff Hirsch, *President*, CPXI
Lewis Rothkopf, *Vice President*, Millennial Media
Jeff Hochberg, *VP BD*, Audience Science, *Moderator*,

Track III: Poolside Tent II (BrandPower)
 (ADVERT) (SocialMobile)

Marketing Hollywood Content - Using Twitter, Facebook, Google+, Smartphone and Tablets - Building Audience - Building Buzz - Understanding the Metrics and Measurement of Success

Michael Tanaka, *Head of Business Development*, WhoSay
John Montgomery, *CEO and Chief Innovation Officer*, Threshold Interactive
Eric Moro, *Director of Programming*, Entertainment, Wikia
Rhodes Mason, *SVP, Business Development*, Internet Video Archive (IVA)
Sophie Nicolaou, *VP, Mktg and Comms*, Main St Films
Jani Penttinen, *CEO*, Transfluent
Sun Jen Yung, *Managing Dir*, Headwaters MB, *Moderator*

ThinkTank - Workshop (FINANCE)

1:00 PM - 2:00 PM - Admiralty Room

The Bitcoin Economy: Bitcoin Infrastructure, Bitcoin Companies, Funding a FinTech - Bitcoin Startup

Paul Dravis, *founder and President*, Dravis Group LLC
Michael Terpin, *Founder and CEO*, Social Radius
Steve Beauregard, *CEO and Co-Founder*, GoCoin
Nathan Lands, *CEO Co-Founder*, QuickCoin
Mark Jeffrey, *Author, Moderator*

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit - (ARTISTS) (Hollywood)

1:15 PM - 2:15 PM - Marina Vista Room

The YouTube Star Making Machine: 24/7

Phemons: Reaching Millions of Fans Every Day

Brittani Louise Taylor, *YouTube Celebrity* with over 1 Million Subscribers

Jack Vale, *Comedian & Prankster* with over 1 Million Subscribers

Fousey Tube, *Over 2M subscribers*. Online and touring comedian Yousef Erakat and his Urban Prank channel on YouTube

Sam Tsui, *YouTube Singing Superstar*, Millions of Viewers

Alexis G Zall, *The 15 year-old voice of the next generation of YouTube's rising stars*

Larry Shapiro, *Head of Talent*, Fullscreen, Inc., *Moderator*

2:30 PM - 3:30 PM

Track I - Poolside Tent I (Hollywood) (SocialMobile)

2nd Screen - Social Television - The Merger of Content, Social Interaction and the Video Platforms

Greg Consiglio, *President and Chief Operating Officer*, Viggie

Keyvan Peymani, *Managing Director, Digital Strategy*

Division, ICM Partners

Keith D. Pape, *VP Social, Media & Community Engagement*, ONE+K

Alan Wolk, *Global Lead Analyst*, Piksel

Marc Scarpa, *Executive Producer / Director*

(TWCS Lakers Second Screen, X Factor

Digital, Grammy live)

Mike Vorhaus, *President*, Magid Advisors, *Moderator*

Track II - Ballroom Terrace (BrandPower)
 (ADVERT) (SocialMobile)

iPad-Tablet-SmartPhone Advertising - the Premium Advertising Platform

In prior generations, mobile advertising has been something less than booming industry. The mobile phone - because of size and network limitations - had hardly lived up to its promise. However, with the Tablet - SmartPhone explosion, the advertising and marketing industries now have a more than worthy partner in reaching and interacting with the consumer. The Tablet represents a premium relationship to the consumer that not only complements the TV platform, but likely represents a connective tissue that reaches up into the TV platform as well as down into the SmartPhone device. We are now entering an always-connected consumer commerce relationship.

Dan Owen, *Director, Digital Ad Sales, Western Region*, The Weather Channel Companies

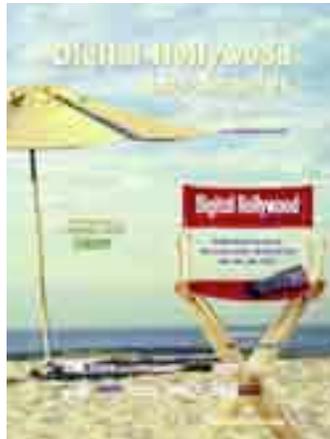
Jeremy Woodlee, *Head of Sales*, DoubleClick Media Platforms, Google

Shawn Fenton, *Invention Strategist, Innovations*, Blast Radius, WPP Group

Lesle Schwaderer, *Dir of Insights*, Skype, Microsoft Advertising

Offer Yehudai, *President*, Inneractive

Sandra Susino, *Media & Entertainment, Associate Partner*, IBM Global Business Services, *Moderator*



Track III - Tent II (BrandPower)

Monetizing Entertainment Programming - Exploring Business Models: Branding, Advertising, Subscription, Syndication - Video Across Platforms

Entertainment content is now being exploited on all platforms, from Tablets and Smartphones to the multitude of video platforms. While the aggregation of these revenue sources may not yet reach the levels of broadcast and syndication TV, the industry is now beginning to see the light at the end of the tunnel. Monetizing cross-platform entertainment programs may not be fully mature, but it has become a huge industry.

Brent Imai, *Executive Director of Content Development*, AT&T
Bruce Perlmutter, *SVP Programming & Production*, Revolt TV
Alex Limberis, *VP, Business Development*, Next Issue Media
Thomas Pinter, *Business Development Digital Entertainment*, paysafecard

Brad Spahr, *VP Digital*, Sony Music

Tim Sovay, *SVP, Entertainment and Sports*, theAudience

JD Tengberg, *Principal*, National Media & Entertainment Leader, Deloitte Financial Advisory Services LLP, *Moderator*

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

2:30 PM - 3:30 PM

Track IV: Marina Vista Room - (ARTISTS)

Hosted by Women-in-Film

Women Innovators in Cross Platform Production: From TV and Cable to the Over the Top Platforms, Tablets and Smartphones

Sharon Lawrence, *Actress & Activist* (Multiple EMMY nominated and SAG Award winning)

Beth Grant, *Actor*, The Mindy Project

Tamara Krinsky, *Actress, Producer & Host*, *Moderator*

Additional speakers to be announced

2:30 PM - 3:30 PM

ThinkTank I: Admiralty Room (FINANCE) (ARTISTS) (Hollywood)

Packaging, Funding, Pitching and Crowdfunding: From Reality TV & Specials to Web Series and Indie Film Making

James Belfer, *Film Producer*, Like Crazy, Compliance, Prince Avalanche

Jason Cooper, *producer / director*, "Kickstarted"

Jon Hotchkiss, *Emmy-nominated producer*

Craig Ross Jr., *Director* (NCIS, Bones, Blue Hill Ave)

Dana Loberg, *co-founder*, MovieLaLa

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

3:45 PM - 5:00 PM

Track I - Poolside Tent I (BIG) (Hollywood)

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

Dave Baldwin, *EVP, Program Planning*, Starz

Soumya Sriraman, *EVP Home Entertainment and Licensing*, BBC

Paul Colichman, *CEO*, Here Media

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

Smokey Fontaine, *Chief Content Officer*, Interactive One

Greg Jarvis, *VP, Solutions*, Synacor

Jeffrey Thompson, *SVP and GM*, RNN (Regional News Network)

Mark J. Kapczynski, *Chief Operating Officer*, Kontrol Media, *Moderator*

Track II - Ballroom Terrace, (BrandPower) (ADVERT) (SocialMobile)

Social Advertising - Driving Brand Awareness and Boosting Campaign ROI

Paid social campaigns are gaining momentum among brands with advertising revenues expected to top \$9.2 billion in 2016. Growing user bases and high engagement levels across the likes of Facebook, LinkedIn and Twitter are well-positioned to connect brands with consumers and deliver measurable results. However, many marketers are still working to establish a strong footprint with social campaigns and tap into the social data that can drive strong advertising ROI. Learn best practices and optimization strategies for maximizing social advertising investments and understand how social fits into the overall paid media mix with search and display, as well as earned and owned social marketing. See how social can serve as the catalyst for new opportunities to reach customers, create engagement, broaden brand awareness, and ultimately generate business results

Tim Waddell, *Director of Product Marketing*,

Advertising Solutions, Adobe

Jim McArthur, *SVP, Global Business Development & Strategic Partnerships*, Digitaria

Nikhil Sethi, *founder, CEO*, Adaptly

Marc Karzen, *CEO and Executive Producer*, Relish

Randy Browning, *CEO*, Blab, Inc.

Tania Yuki, *Founder and CEO*, Shareablee, *Moderator*

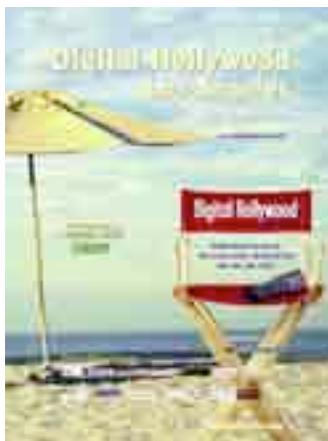
Track III - Poolside Tent II, (BrandPower) (BIG) (Hollywood)

Cross Platform Content: Branding, Programming and Packaging Producing Quality Content

Groundbreaking content is being produced across platforms - TV-SmartPhone-Tablet-PC - and the new media producers are revolutionizing their relationships with the biggest brands in the world. Advertisers, agencies and producers are inventing an all-new universe of programming for social media, communication services and video for the web. We are still only at the starting gate in the new communications revolution and every month presents new challenges and amazing breakthroughs.

John Rubey, *president*, AEG Network Live

Nancy Laties Feresten, *SVP, Kids Publishing and Media*,



National Geographic Society

Jake Katz, VP, Audience Insights & Strategy, Revolt TV

Adam Wescott, Exec Producer/Principal Consultant, Mind Chatter Media, LLC

Jim Cannella, Director, Marketing & Strategic Alliances, The Recording Academy (The GRAMMYs)

Mark Marraccini, Head of Development, Kids at Play

Todd Tarpley, Digital Media Executive

Matt Farber, President, Wilderness Media & Entertainment, Moderator

3:45 PM - 4:45 PM - The Workshop

Track IV: The Admiralty Room (FINANCE) (BIG)

The New Wave in Investing: Angels-Incubators-Accelerators-Labs-CrowdFunding

Janet Tsai Dargan, Founder & CEO, Pentafoglio Media, LLC

Adrienne Becker, CEO, Glass Elevator Media

Doug Barry, Co-Founder & Advisor, Selby Ventures

William Hsu, Co-Founder & Managing Partner, MuckerLab

Ophir Tanz, CEO and founder, GumGum

Ash Kumra, Co-Founder, DreamItAlive.com, Startup America California Leader, Moderator

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

3:45 PM - 5:00 PM

Track V: Marina Vista Room - (ARTISTS) (FINANCE)

The DealMaking Process: Producers, Showrunners, Actors, Directors, Agents, Lawyers - Who's in Charge Here!

Matthew Leutwyler, Partner/Founder of Ambush Entertainment, Girl Most Likely, The Squid and the Whale, The River Why

Craig Chang, Chairman, Main Street Films, Barely Lethal, Great Expectations

Rob Lobl, EVP Current & Development, T Group Productions ("Storage Hunters", "Invention USA" and "Mystery Diners")

Dina Shapiro, SVP of Talent Services, MATTER, Inc

Gary Goldberger, Law Offices, Gary G. Goldberger, Moderator

5:00 PM - 6:15 PM Open to all Attendees

End-of-Day Poolside Reception - Ritz Carlton

BAFTA Evening Summit- Marina Vista Room

6:15 PM - Reception : The New British Wave

(Open to All Digital Hollywood attendees)

Tuesday, May 6th

Breakfast Session Ballroom Terrace - Open to All Attendees

7:45 AM - 9:00 AM (FINANCE) (BIG)

The Future of TV: From Primetime to MultiPlatforms: Wall Street Analysts Meet Entertainment Executives

The future of TV is not just about the technology that is in place today and that which is on the horizon. The future of TV

involves deep insight into both the qualitative and quantitative aspects of content production and distribution and the impact that the technology may have on the many competitive and high stakes business models in place today and anticipated for tomorrow, shaped in part by the myriad of devices and content vying for our attention. Also fundamental to the future vision of this important medium is how consumer behavior will impact the medium, i.e. what customers want, are willing to pay for and now much. Analysts by definition work at the intersection of business and technology and regularly monitor the many metrics that form the foundation. Our distinguished group of analysts 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.

Cindy McKenzie, Managing Director, Entertainment, Media and Communications, US, PwC

Dounia Turrill, SVP, Client Insights, The Nielsen Company

Greg Ireland, Research Manager, Consumer Markets: Video, IDC

Tom Adams, Sr Principal Analyst, US Media, IHS Screen Digest

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

Breakfast Event Ballroom Terrace - Open to All Attendees

9:15 AM - 10:30 AM

Women's Entertainment & Technology Roundtable

"ADAPTING IN A DIGITAL LANDSCAPE"

Sponsored by Alliance for Women in Media, Southern California

Sima Sistani, Director of Media, Tumblr

Beatriz Acevedo, Co-Founder/President, MiTú Network

Courtney Lischke, Chief of Staff, Content and Business Development, YouTube

Sandy Wax, President and GM, Sprout, NBCUniversal

Bonnie Fuller, President and Editor-in-Chief,

HollywoodLife.com and HollyBaby.com



The SuperSessions

9:00 AM - 10:15 AM

Track I: Salon I (BrandPower) (ADVERT)

Contextual Media & Advertising: Transforming and Personalizing the Relationship Between the Consumer, Commerce and Media Platforms

The world is becoming an ever-growing contextual media and information experience. Consumers get to watch TV news shows that lean to the left or to the right depending on how they like it. And on the web, the degrees to the left and to the right can be calibrated down to the millimeter. Radio is broken down so that stations can reach and satisfy a distinct and unique group of listeners and the web can drill down even further than that. The web is able to distill the users experience to actual needs, to the actual and definable likes and dislikes of each and every consumer. While the system has yet to be perfected, the learning curve of contextual media content to the consumer along with its advertising and commerce-based partnering activities is moving right along. The personalized relationship

between media and advertising has always been with us. Families watch TV shows that advertise soap and teenagers watch shows that advertise cola. But the degree of personalization and how fast it arrives is presenting an interesting set of musical chairs for the media, advertising and content industries. It is an interesting time.

Marie Svet, *Chief Revenue Officer*, AccuWeather

Dave Martin, *SVP, Media Services*, Ignited

Gregg Colvin, *Chief Operating Officer*, Universal McCann

Neil Patel, *SVP Content Strategy*, Martin Agency

Carla Henderson, *Director of Sales*, Vibrant Media

Daniel Paul, *EVP, Engagement*, IMM

Ashwin Navin, *CEO*, Samba TV, *Moderator*

Track II: Salon II (BIG) (Hollywood) (VIDEO)

Over the Top TV - Content and the Consumer Experience - New Technologies as Gateway to the New Hollywood

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.

Gillian Gutierrez, *Engagement Dir*, Huge

Oren Binder, *Mktg Mgr, Service Provider*
Video Mktg, Cisco Systems

Reid Genauer, *Chief Marketing Officer*,
Magisto

Geir Skaaden, *SVP*, DTS

Evan Young, *Sr Dir, Product Marketing*, TiVo
Inc.

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

Bruce Eisen, *founder and president*, Digital
Advisors, *Moderator*

Track III: Salon III (Hollywood) (VIDEO)

Maximizing Content Value - From Video to Entertainment and Information - Metadata, Content Farms, Syndication, Behavioral Search & Subscription

JR Yasgur, *SVP, Global Data Strategy & Operations*, Sony
Pictures Entertainment (SPE)

Vijay Shah, *CEO*, V2 Solutions

Xavier Kochhar, *President and CEO*, Structured Data
Intelligence (SDI)

Matt Mason, *VP of Marketing*, BitTorrent, Inc.

Christy Martin, *Chief Technical Advisor*, ThinkAnalytics

Gavin Goodvach, *Head of Content*, Anyclip

Tyler Winton, *Vice President of Client Services*, Digitalsmiths

Tom Wilde, *CEO*, RAMP, *Moderator*

9:00 AM - 10:15 AM

ThinkTank I, Poolside Tent I (FINANCE)

Silicon Beach Strategies: Accelerate, Incubate, Crowdfunding, Start-ups & Angels

Scott Holmes, *President*, United Future

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

John Shiple, *founder*, FreelanceCTO.com

Brian MacMahon, *founder*, Your Office Agent

Roger Pavane, *Managing Partner*, Fractionality

Victoria Silchenko, Ph.D., *Chair*, Global LAVA, Los Angeles
Venture Association, *Moderator*

10:45 AM - Noon

Track I: Salon I (BIG) (Hollywood)

Hollywood and the Digital Consumer: How Technology, Content and Services Establish the Next Level of Consumer Entertainment Experience

The next generation of technology within the digital home will bring with it not only more content to the consumer, it will bring with it greater choice and more individual personalization. While the actual definition of the digital home continues to emerge, the idea of a fully connected consumer, living in a high speed DTV, PVR, HD, broadband and wireless environment is a good jumping off place. Hollywood, the provider of the content will not only flourish in this environment, it will probably enter a new golden age of production as it discovers how best to relate to its consumer base. How Hollywood will respond to a fully realized OnDemand television, film and gaming universe is the latest challenge to be faced. The technologies now finding their way into the home are disruptive, not only to the content community, but to the consumer electronics community as well. The

brave new world of the digital home is not only an exciting new market opportunity for Hollywood, it is also brings with it a complex labyrinth of difficult options.

Eric Fitzgerald Reed, *VP, Entertainment & Tech Policy*, Verizon

Kiliaen Van Rensselaer, *SVP, Multi-Platform Programming*, FOX

Richard Goldsmith, *EVP, Global Distribution*, The Jim Henson Company

Karina Kogan, *EVP, Digital*, Participant
Media

Rick Allen, *CEO*, Snag Films

Ira Rubenstein, *SVP & GM*, PBS Digital,
Moderator



Track II: Salon II (BrandPower) (BIG)

(Hollywood) (SocialMobile)

Hollywood Strategies - The Multi-Platform Brand - Video, TV & Mobile - 1st Screen, 2nd Screen, 3rd Screen - the 360 Degree

A fundamental strategy of all Hollywood originated content in the world of 2014 is multi-platform distribution. In some cases, the productions, movies and TV shows are released in a linear, windows fashion, and others have simultaneous release schedules. In all cases the studios and broadcasters seek to exploit the content to the widest possible audience across a wide array of devices, content formats and delivery technologies for the longest time possible on a global level. Our distinguished panel is uniquely qualified to provide deep insight into the many strategies and tactics that form the basis for content development decisions and in turn release schedules, 1st and 2nd screen technologies and other related methodologies and technologies. We'll look at how those strategies have evolved in recent years and will also take a close look at how those will impact content of all kinds into the future.

Blair Westlake, *Principal*, Mediasquareup

Barry Sandrew, PhD, *CEO*, Legend 3D, Transformers, Pirates

of the Caribbean, Green Hornet

Evan Young, Senior Director, Product Marketing, TiVo Inc.

Nicole Prentice Williams, Founder and Chief Media Strategist, Prentice Williams Media (Two-time Emmy Winner)

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

Track III: Poolside Tent I (ADVERT) (Hollywood)

Video Advertising: Monetizing the Cross-Platform Package - Tablets, TVs, Smartphones, PCs and Games

Traditional television is moving to the Internet. Though today's consumer can effectively avoid watching advertising on TV through time- and place-shifting technologies, the "opt-out" function and other choices make it easier than ever for consumers to skip ads online too. Yet when asked, 75% of consumers prefer advertising over paid subscription models. To keep up with these new consumer video viewing habits and trends towards watching video content online, content owners, advertisers, and technologists must turn into entertainers, or lose precious eyeballs and dollars. To keep audiences captive, advertising must become the new form of entertainment. As content owners, advertisers and technologists begin to better understand video advertising opportunities, one important challenge has come to light: SCALE. On top of creating compelling advertising content, the problem for video advertising isn't targeting or ad formats. The problem is the inability to scale in-video media buys so that demand (buyers) can leverage the growing supply (sellers).

Scott Wensman, Group Media Director, Team One

Cameron Friedlander, VP, Global Innovations, Blast Radius, WPP Group

Ben Hollin, Sr. Manager, IP Video Strategy, Service Provider Video Software & Services, Cisco Systems

Tony Chen, Founder, Channel Factory

Lisa Moriwaki, Dir, Digital, Media Storm

Scott Campbell, Industry Principal, Media, Industry Value Engineering, SAP America Inc.

Michelle McGuire Christian, Sr Mgr - Strategy, Deloitte Consulting, Moderator

Track IV: Poolside Tent II (BIG) (Hollywood) (VIDEO) (SocialMobile)

Multi-Screen Universe: TV, Tablets, Broadband, Smartphones and IPTV - Strategies for ConnectedTV Technology & Content

We have entered the age of all video all the time. Video is no longer a manifestation of TV, video is a web experience, a mobile experience, as well as an IPTV, Cable and Satellite experience. Video is how consumers relate to the world. The conversion to the all-video culture has been so quiet and so quick, the implications of what an all-video culture may mean is only first becoming part of the national business and intellectual conversation. In this session, we are delighted to bring a group technology and communication experts who - through their own experience - have defined how the multi-screen universe has taken shape.

Campbell Foster, Dir, Product Mktg, Video Solutions, Adobe

Kurt Hoppe, Director, Smart Platform Innovation and New Business, LG Electronics

Jason Henderson, Sr Interactive TV Product Mgr, Dish Network

Ben Huang, Head of Global Marketing, Mediarama Division, Business Unit Support Solutions, Ericsson

William Frantz, Business Development Manager, Qualcomm

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

Track V: The Ballroom Terrace - (WOMEN)

Living the Life: Women Entrepreneurs, Lifestyle Innovators and Disrupters

Rachel Payne, CEO and Co-Founder, FEM Inc.

Karla Ballard, SVP, Ogilvy & Mather

Amra Tareen, CEO, LittleCast

Stacy Martinet, Chief Marketing Officer, Mashable

Allison Hope Weiner, Host, Media Mayhem

Leigh Collier, EVP of Development, Cutaia Media Group

Elizabeth Kiehner, Founding Partner, Thornberg & Forester, Moderator

Track VI: Admiralty Room (FINANCE)

Investment, Funding Strategies and Deal Flow - A Primer for Content and Technology Companies - Understanding Funding and Strategy

Jay Samit, Exec Chairman, Realty Mogul

Sun Jen Yung, Managing Director, Headwaters MB

Muizz Kheraj, SVP, Technology, Media and Telecom, FocalPoint

Mark J. Landay, Managing Director, Dynamic Synergy

Michael Terpin, CEO, SocialRadius/Transform

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

10:45 AM - Noon, Salon III (HISPANIC) *The Hispanic Entertainment and*

Technology Track

TV Everywhere: Content & Technology Engage the Hispanic Consumer

Adrian Sexton, CDO, New Medici, Moderator
Speakers to be announced

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

10:45 AM - Noon Marina Vista Room (ARTISTS)

Creative Master Class: TV, Film & Video The TV Writers Roundtable

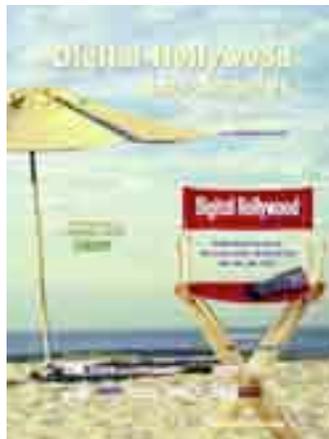
Duncan Birmingham, Writer, Maron, Excuse Me, Queer as Folk

Jessica Sharzer, Writer and co-executive Producer, AMERICAN HORROR STORY

Rob Edwards, Writer, THE PRINCESS AND THE FROG and TREASURE PLANET

Allison Schroeder, Writer and Executive Producer, Season 2 and 3, Side Effects

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



12:30 PM - 1:45 PM

Track I: Salon I (BIG) (Hollywood) (SocialMobile)

Hollywood and Media - Always Connected - Always On - Traditional Media Transformed! Tablets, Smartphones to Cable and TV

Personal media has invaded the territory of the media giants. TV networks, even cable networks and radio networks can no longer ignore the potential threat posed by mobile, broadband video, social networks and the blogosphere. By the millions, consumers are flocking to the web and mobile experience provided by the new technologies. If you think that blogs are simply parasites of the news business that are to be slapped at and complained about, then you're not paying attention to the business at hand. Bloggers may be individually unique and only sometimes accurate, but as a whole, as a blogosphere, they are a billion person universe of ideas and free expression that far exceeds the reach of all TV networks combined. The world of personal media is the ability to watch video when you want it, where you want it. The world of personal entertainment is all information and entertainment available all the time. Hollywood and media have been reinvented.

Lincoln Millstein, SVP, Hearst Corporation**Pam Schechter**, VP Business Affairs Digital and Cable Entertainment, NBCUniversal**Henry Juskiewicz**, Chairman and CEO, Gibson Brands**Liz Dolan**, EVP & Chief Mktg Officer, FOX International Channels**Jeff Shultz**, VP, Business Development, CBS Interactive's Media group**Jon Housman**, Co-Founder and CEO, Ora.TV (Larry King Now)**Shawn Gold**, Advisor, Wattpad.com, Moderator

Track II: Salon II (BrandPower) (ADVERT)

Hollywood Brand Power: Strategic Concepts in Celebrity and Creativity Across Platforms**John P. Roberts**, EVP Digital Strategy and Branding, Endemol USA**Justin Hochberg**, CEO, Just Entertainment**Aaron Meyerson**, President, bBooth**Aaron Lassila**, Director, Global Media Sales, Electronic Arts**Matt Ringel**, Managing Partner, New Era Media & Marketing, Red Light Management**Jonathan Lowe**, VP, Marketing, AEG Sports**Doug Scott**, President, OgilvyEntertainment, Moderator

Track III: Poolside Tent I (BIG) (Hollywood) (VIDEO) (SocialMobile)

Original Video Programming - The Cross Platform Video Explosion

It's happening and it's premiering on the Net. Original web programming is coming from Netflix, Amazon, DirecTV, Discovery, of course from YouTube, Turner and MTV! Is it starting to sound familiar? The web is delivering mainstream entertainment and all the mainstream media companies are chiming in. We might call the new movement in web video as "Digital Hollywood!"

Rachel Webber, VP, Video, Rovio Entertainment**Daniel Tibbets**, SVP Digital Media, Bunim-Murray Productions**Michael Davis**, Chief of Video Strategy and Programming General Manager, PMC Studios and ENTV**David Neyman**, Head of Creative Partnerships and Video Content Development, POPSUGAR Studios**Stuart McLean**, founder and CEO, Content & Co**Nathan Brown**, General Manager of Video, Complex Media
Amy Friedlander Hoffman, President, Priority Digital Media, Moderator

Track IV: Poolside Tent II (FINANCE)

Investment, Funding Strategies and Deal Flow: Digital Media Venture, Investment and Funding: New Business Models in Entertainment, Media and Technology - From Funds to Crowdfunding**Peg Jackson**, Managing Director, Mooreland Partners**Mike Lee**, General Partner, Rogers Venture Partners**Urs Cete**, Managing Director and Chief Financial Officer, Bertelsmann Digital Media Investments, L.P.**David O. Higley**, Managing Partner, Bond Lane Merchant Bank**Aidan Foley**, CEO, AF Double Eagle; former CMO, Ascent Media Group**Tim Hanlon**, Founder and CEO, The Vertere Group, LLC, Moderator

Track V: The Ballroom Terrace - (WOMEN) (ARTISTS)

Women Stars on YouTube: From Fitness & Fashion to Wellness and Top Chefs- Women Rule Entertainment**Dana Ward**, Host and Exec Producer, ClevverTV/Defy Media**Shira Lazar**, Host and Exec Producer, "What's Trending with Shira Lazar"**Evelina Barry**, Youtube Fashion, Beauty & Lifestyle Star, StyleHaul**Amanda Taylor**, CEO, Dance On**Angie Greenup**, Television Host and Comedian, Moderator

Track VI: Salon III (HISPANIC)

The Hispanic Entertainment and Technology Track Innovators in the Latino Space: The Game Changers**Moctezuma Esparza**, CEO, MAYA CINEMAS**Armando Azaragoza**, President & CEO, Axis**Carlos Sanchez**, Executive Director, Americas, Warner Bros. Home Entertainment Group**Elsa E. Macias**, The Tomás Rivera Policy Institute, University of Southern California**Kimberly King-Burns**, Partner, convergenz/solutions, Moderator**Artists in Hollywood** - Actors - Writers - Performers - Directors - Producers Summit**Master Class in TV Production****12:30 PM - 1:45 PM** Marina Vista Room (ARTISTS)**Hollywood Film and TV Magic! - Perfecting Content, Concept and Concept Modelings****Chris deFaria**, President, Animation, Digital Production and Visual Effects, Warner Bros. Pictures (Executive Producer, Gravity)**Charles Segars**, CEO Ovation, LLC.; Executive Producer and Writer on National Treasure Franchise**Miura Kite**, co-Producer, John Adams, The Pacific, Big Love and more**Pamela Pettler**, Screen Writer, Corpse Bride, Monster House, and "9"**Winston Perez**, CEO, Concept Modeling; Consultant to NBC/Universal, Warner Bros. and Sony, Moderator

Workshop

12:30 PM - 1:45 PM, Admiralty Room

Track VII: (TECH) (VIDEO)

Touch, Talk & Gesture - Mobile-PC-Wearable - Roundtable on the Immersive Consumer Experience

Dr. Don Oparah, CEO and co-founder, Venture Aviator

Chris Ullrich, VP, User Experience, Immersion Corporation

Dave Snowball, UX and Visual Design Lead, Fjord, Accenture

Annie Pham, Advisor, PointGrab

Guy Bendov, CEO, Sidekick Ltd

Scott Campbell, Industry Principal, Media, Industry Value Engineering, SAP America Inc., Moderator

The ThinkTanks

2:00 PM - 2:45 PM - The Director's Room

(Hollywood) (VIDEO)

Content & _____ Are King: Identifying the value proposition that makes content so valuable

If you ask industry colleagues to fill in "_____ Is King," most would offer "content" as one of their top answers. In fact it's been the de facto answer since before Bill Gates titled an article with that phrase (it actually first appeared in print way back in 1914). Content establishes connections, communicates the voice and defines future behavior patterns. But what if we all agreed content is king and looked for the most important reason why this is an obvious response? What is it that makes content so valuable - revenue, distribution, the consumer, data, curation, context or something else? Now the discussion gets far more interesting. This is the starting point for the conversation in this unique DH ThinkTank. Please join us to discuss and debate "Content and _____ Are King." Challenge your own assumptions, change your mind (perhaps several times) and most importantly, actively participate in the dialogue.

Steve Bradbury, Chief Operating Officer, Zazoom Media Group

2:15 PM - 3:30 PM

Track I: Ballroom Terrace Salon I, (BIG) (Hollywood) (VIDEO)

Video Anytime Anywhere: Video Across Platforms - Television, Broadband and Mobile - Understanding the Value Proposition

The broadcast and cable industry has always been - at its heart a video delivery technology bringing greater programming options to the consumer. And 75 years after its start, at its heart, the television industry remains true to its word - but how things have changed. Video is now more than television. Video is at the heart of how consumers experience their daily lives. Video represents all-access all the time programming from a world of entertainment and information providers. Video is broadband and that represents video access to hundreds of millions of video websites. Video is mobile, video is how consumers share their home movies and personal photography with friends. Television has created a video infrastructure - across platforms, from high definition to mobile that learns and responds as the needs of the consumer communications lifestyle emerges.

Erik Moreno, SVP Corp Development, Fox Networks Group

Beth Clearfield, SVP, Digital Distribution & Business Development, BBC

Sara Moscovitz, SVP, Brand & Strategic Marketing, Syfy, NBC Universal

Emil Rensing, Chief Digital Officer, EPIX

Philip Lynch, SVP, Digital Networks and Games, Sony Pictures Television

Mike Grushin, Partner, CIO, Omnigon

Shahid Khan, Chairman and Chief Strategist, MediaMorph, Inc., Moderator

Track II: Salon II, (BIG) (Hollywood)

The Hollywood and Media Challenge: Mergers, Consolidations and Convergence Trends

Dan Weinstein, CEO, The Collective

Rob Barnett, CEO, My Damn Channel

Alan Debevoise, Former CEO, Machinima (Tentative)

Amanda Taylor, CEO, Dance On

Jody Simon, Partner, Entertainment Department Production Practice Chair, Fox Rothschild

Adam Leipzig, CEO, Entertainment Media Partners

Darrell D. Miller, Chair of the Entertainment Law Department, Fox Rothschild

Track III: Poolside Tent II

(BrandPower) (ADVERT)

The Future of Enhanced Advertising: Addressing Brands, Message, Technology, Media and Entertainment

The ever expanding boundaries of entertainment in the national as well as global culture presents not just opportunities for specific brand extension or advertising, the merger of

Hollywood and Madison Ave. represents a quantitative shift in the creative process. As the consumer alters its relationship to media, integrating broadband into every aspect of everyday life - from the mobile, to the public space and into the home - the power of the electronic message, whether delivered as advertising or via movies, TV, games, news or even as a function of the communications device itself, is a transformational tool. 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.

Rich Sutton, Chief Revenue Officer, North America, MailOnline

Caroline Wilson, Director, Content + Innovation, Initiative

Ryan Fey, Co-founder & Chief Brand Officer, Omelet

Randy Shaffer, West Region Sales Director, Xbox Advertising

Jamie King, Principal and CEO, Camp + King

Mike Wiese, Director of Branded Entertainment, JWT

Tom Flanagan, (former) EVP, Entertainment, Leo Burnett, Moderator



Track IV: The Ballroom Terrace - (WOMEN) (ARTISTS)

Entertainment & Media Women in Leadership: Building and Defining the Women's Base of Power in Media and Hollywood - Definitely Not the Boy's Club

Kara Vallow, *Television Animation Producer*, Family Guy, American Dad, and The Cleveland Show

Susan Jackson, *CEO*, Freestyle Releasing (GOD'S NOT DEAD, The Illusionist, Me and Orson Welles)

Devery Holmes, *President & CEO*, Spark Mktg (Managing Brands, American Airlines, IHOP, Samsung, BMW, Heineken)

Madeline Di Nonno, *Exec Director*, Geena Davis Institute on Gender in Media

Bumble Ward, *co-founder*, Hive Collective

Rachael McLean, *SVP Digital*, JuntoBox Films

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

Track V: The Admiralty Room (Hollywood) (SocialMobile)

Social, Tablet & SmartPhone Gaming - The Explosive Obsession!

Social Games, virtual gaming and virtual communities have spawned a universe of goods and services. With hundreds of millions of users consumed in online gaming or social media, the phenomenon of the virtual economy is becoming ever more innovative and based in impressive economic numbers. As the technology enables better and more creative consumer experience, enabling full rich media virtual services and economies, the size, scope and future of the virtual world will only first become understood and realized.

Andrew Schneider, *CEO*, Live Gamer

David Lord, *CEO*, JumpStart

Chris Carvalho, *Advisor & former COO*, Kabam

Brian Selzer, *VP, Business and Product Development*, DAQRI

Nikki DePaola, *Media Planner*, Liquid Advertising

Aaron Davies, *Head of Developer Relations*, Oculus

David Traub, *President*, unityfor, *Moderator*

Track VI: Salon III (HISPANIC)

Hispanic Voice in TV, Film, Video and Internet

Julio Caro, *Vice President*, Bunim/Murray Latin

Christian Vera, *co-host*, RightThisMinute

Miriam Isa, *Producer and Host*, *Clever Teve*, Clever Media Network

Chuey Martinez, *TV and Radio Personality*, KISS FM

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

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

2:15 PM - 3:30 PM Marina Vista Room

The Academy Award Winners Roundtable

The Genius of the Hollywood Blockbuster: The Magic in Filmmaking

David Stump, *Special Effects Director*, Photography, X-Men, X2, The Last Stand, Immortals

Paul Debevec, *Computer Graphics Supervisor*, Avatar, The Hobbit, Oblivion

Jeff Kleiser, *Visual Effects*, Fantastic Four, Robocop, Judge Dredd, Tron

Randal Kleiser, *Director*, Grease, Blue Lagoon, Honey I Blew Up the Kid, *Moderator*

The ThinkTanks

3:00 PM - 3:45 PM - The Director's Room

(Hollywood) (VIDEO)

Video on the Smartphone & Tablet: Programming, Content Relationships, Dealmaking & Commerce

Robert Tercek, *Chairman*, the Creative Visions Foundation

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

3:50 PM - 5:00 PM

Track I: Salon I (BrandPower) (BIG) (ADVERT)

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

You see it on TV all day long. It's all over the Net! Brands, entertainment content, celebrity talent, new media startups and big marketers are teaming up in new ways for cross-platform success. In this session we will hear from top entertainment executives, consumer brand executives, brand licensing experts, VCs and digital strategy experts about leveraging pop culture and content to connect with consumers.

Mitch Kanner, *CEO*, Degrees

Jen O'Connell, *Head of U.S. TV*, CORE Media Group

Jared Hoffman, *SVP, Video Programming*, *DEFY Media & Managing Partner*, Generate

Ed Wise, *SVP of Branded Entertainment*, Turner Broadcasting

Kevin Chernetz, *EVP, Strategic Alliances*, Live Nation Network

Christina Martin, *CEO*, Backstage Artist Lounge

Steven Masur, *Senior Partner*, Cowan DeBaets Abrahams & Sheppard LLP, *Moderator*

Track II: Salon II (BIG) (Hollywood)

Hollywood Rules: Tech is Good, But Content and Brand are Great! Producing on All Platforms

Kesila Childers, *Director of Digital Media*, Bunim/Murray

Lisa Black, *EVP of Content, Revenue, and Business*

Development, Vin Di Bona Productions

Mike Richards, *Executive Producer*, THE PRICE IS RIGHT and LET'S MAKE A DEAL

Chris Hewish, *Head of Global Interactive*, DreamWorks Animation SKG

Harrison Kordestani, *President*, Main Street Films (Barely Lethal, Great Expectations)

Adam Pincus, *EVP, Programming & Production*, GroupM Entertainment NA, *Moderator*

Track IV: Poolside Tent I (BIG) (Hollywood) (SocialMobile)

The Hollywood Producer - The Real Deal - Projects, Strategies - The Creative Community Looks at the Future

Danny Fishman, *Partner*, Believe Entertainment Group

Scott Ehrlich, *CEO* Agility Studios

Matt Snow, *Director of Development*, Vuguru

Paul Kontonis, *SVP of Strategic Sales*, Collective Digital Studios

Damon Berger, *CEO, Co-Founder*, What's Trending

David Tocherman, *President*, Versatility Media, *Moderator*

Track V: The Ballroom Terrace - (WOMEN)

Young Women In Hollywood: The Next Wave in TV, Film, Music, and Digital

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

Tiffany Ariany, actor/writer/producer, "LA Girls"

Meghan Tonjes, musician, "Girl Rising"

Madeline Fuhrman, musician/songwriter

Kathryn Gallagher, musician/soundtrack, "Thanks For Sharing"

Meaghan Oppenheimer, actor/writer, "The Remains"

Lauren Schacher, actor/writer, "Dream Catcher, Daily's"

Morgan White, VP, Production & Development, Sundial Pictures

Track VI, Salon III (HISPANIC)

The Hispanic Entertainment and Technology Track

The Platforms and the US Hispanic Digital Opportunity

Charlie Echeverry, President, CEA Advisory, Moderator
Speakers to be announced

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

3:50 PM - 5:00 PM Marina Vista Room

(ARTISTS)

The Film/TV War Room: A Strategic Consideration - Film as Weapon of the Mind

Sandy Climan, President, Entertainment Media Ventures; Producer, The Aviator, Moderator

David Zucker, Producer/Director, Scary Movie, Naked Gun

Randal Kleiser, Director, Grease, Blue Lagoon, Honey I Blew Up the Kid

Brett Leonard, Director/Writer, Virtuosity, The Lawnmower Man

James Woods, Ray Donovan, Salvador, Too Big to Fail, Casino, JFK (*Schedule Permitting*)

4:00 PM - 4:45 PM

ThinkTank I: The Admiralty Room (FINANCE) (BIG)

Packaging, Funding & Pitching: From Reality TV & Specials to Web Series and Indie Film Making

5:00 PM - 6:15 PM, *Open to all Attendees*

End-of Day Poolside Reception - Ritz Carlton

Special Event: (*Open to All Digital Hollywood attendees*)

Tuesday, May 6th Marina Vista Room

6:15 PM - 8:30 PM

The Evening TV Summit

Reception and Keynote Roundtables

Presented in partnership with The Television Academy

Speakers to be announced

Special Event: (*Open to All Digital Hollywood attendees*)

6:15 PM - 8:30 PM - Salon III

Reception and Meet-up

Sponsored by Alliance for Women in Media, Southern California



The Women's Mentor-Mentee Evening Event Speed Networking Meetup and Reception

Would you like to be a Mentor or Mentee? - contact Laura (Behrman) Stotland laurastotland@gmail.com

Digital Hollywood - Day Three

Wednesday, May 7th

Breakfast Event - Ballroom Terrace

7:45 AM - 9:00 AM

Establishing the UltraHD 4K TV Marketplace: Strategies in Technology and Content Innovation

Sponsored by: NAGRA



Spencer Stevens, CTO, Sony Pictures Entertainment

Pat Griffis, SVP and CTO, Dolby Laboratories

David Price, VP, Business Development, Media, Ericsson

Thierry Fautier, VP of Solutions and Strategy, Harmonic

Robin Wilson, VP, Business Development, NAGRA

James M. Burger, Partner, Thompson Coburn LLP, Moderator

9:00 AM - 10:15 AM

Track I: Ballroom Terrace

(BrandPower) (ADVERT) (SocialMobile)

Video Advertising: Monetizing the Cross-Platform Package - Tablets, TVs, Smartphones, PCs and Games

Traditional television is moving to the Internet. Though today's consumer can effectively avoid watching advertising on TV through time- and place-shifting technologies, the "opt-out" function and other choices make it easier than ever for consumers to skip ads online too. Yet when asked, 75% of consumers prefer advertising over paid subscription models. To keep up with these new consumer video viewing habits and trends towards watching video content online, content owners, advertisers, and technologists must turn into entertainers, or lose precious eyeballs and dollars. To keep audiences captive, advertising must become the new form of entertainment. As content owners, advertisers and technologists begin to better understand video advertising opportunities, one important challenge has come to light: SCALE. On top of creating compelling advertising content, the problem for video advertising isn't targeting or ad formats. The problem is the inability to scale in-video media buys so that demand (buyers) can leverage the growing supply (sellers)



Steve Klopff, *VP, Business Operations*, Flite
Trevor Frederickson, *VP of Digital, CBS TV Local Media*
Craig Lister, *VP Solutions Lead*, RAPP
Rob Kramer, *Head of Mobile*, OpenX
Nikao Yang, *SVP, New Business Develop. and Mktg*, AdColony
Lauren Cole, *President*, Cole Media, *Moderator*

Track II: Salon II (VIDEO) (Hollywood)

Ultimate TV: The OTT, Cross Platform, Multiscreen Experience - Navigated by Set-top, Mobile Device or Console

The home entertainment experience is about one basic idea - to deliver more and varied media-rich content to the consumer - giving consumers what they want, when they want it. But the battle for this consumer sector is about to assert itself as a competition of technologies, more complicated than the older battle of the home PC vs. the TV. This is a world containing a new generation of TV sets, HD and game devices, wirelessly connected homes with connected PCs as well as a host of set-top box and DVR options. The next generation of home entertainment hardware, software and services will come into battle delivering HDTV, Internet, music, games, movies, plus innovative two-way communication and telephony services. This battle for the home will be a tremendous victory for both the consumer, the technology industries as well as for the entertainment industry. It presents the simple proposition that offering the consumer more and richer services in a competitive environment is the perfect formula for success.

Nick Colsey, *VP, Television Div*, Sony Corporation

Greg Willis, *Partner, Application Innovation Services, Media & Entertainment*, IBM

Sean Besser, *Head of Platform*, Peel

Peter Szalay, *VP, Sales & Business Development*, Espial

Brian Miller, *Director, Business Development for Branded Products*, Western Digital

Tim Sale, *Director, Technical Sales*, thePlatform

Rick Doherty, *co-founder and Director*, The Envisioneering Group, *Moderator*

Track III: Salon III (Hollywood) (SocialMobile)

The Always Connected Consumer - Apps, Devices, Networks - The Social & Entertainment Lifestyle

Mobile apps - communication and advertising is the name of the game. With the Tablet - SmartPhone explosion, the advertising and marketing industries now have a more than worthy partner in reaching and interacting with the consumer. The Tablet represents a premium relationship to the consumer that not only complements the TV platform, but likely represents a connective tissue that reaches up into the TV platform as well as down into the SmartPhone device. We are now entering an always-connected consumer commerce relationship.

Uyen Tieu, *CRO/Cofounder*, (((Rumble)))

Todd Drake, *Chief Technology Officer*, Organic

Holly Brown, *VP Marketing*, Blab Inc.

Nate Williams, *Chief Marketing Officer*, GreenWave Reality

David B. Williams, *CEO*, Volectro

Damian Hagger, *co-founder and Mktg Director*, SixString.com

Gary Yentim, *ceo & founder*, App Promo

Paolo Sigismondi, *MBA, Ph.D., Clinical Assistant Professor*, Annenberg School for Comms & Journalism, USC, *Moderator*
Track IV: Special Workshop

9:00 AM - 10:15 AM, Screening Tent I (FINANCE)

Attracting Fans with Sweeps and Contests - Legally!

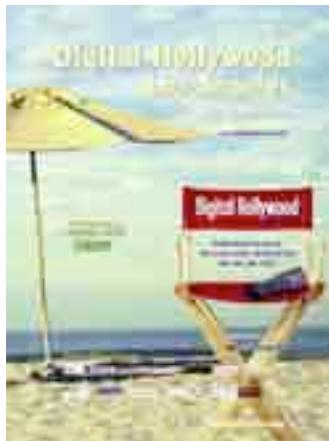
Did you know that 59% of the time spent online by the 2 billion internet users involves participating in sweeps and contests, making it among the top 5 online activities? And attracting fans to your site is not the only benefit. Sweeps and contests are a great way to build email lists, get free content on your site and make brand advocates out of your entrants. But all of this upside is not without legal risk. Join us for this informative and practical workshop on how to structure legally-compliant sweeps and contests.

Jay S. Newman, *Principal*, Fish & Richardson

Deanna Newell, *Business and Legal Affairs Attorney*

Joni Lee Gaudes, *Consultant for NBCUniversal Entertainment*, Digital Networks

Anne Moebes, *Law Office of Anne Moebes*, *Moderator*
Additional Speakers to be announced



9:00 AM - 10:00 AM - Marina Vista Room

- (Hollywood) (ARTISTS) *Open to all Attendees*

Career Strategy in the Digital Age: The Resume Is Dead--Will Social Media Get You Your Next Job

Linda Nicolai, *President*, Executive Alliance Group Recruiting, *Moderator*

10:45 AM - Noon

Track I: Salon II (VIDEO)

Inventing TV 2.0 - Defining the Set Top, Connected TV, Tablet & Smartphone Downloadable Consumer Experience

The next generation of television is beginning its final march into the broadband universe. The devices with the amazing screens are starting to adopt broadband technologies, bringing streaming, gaming, PC options, advertising and interface innovation and flexibility. The technologies of communication, interactivity and social networks are now within reach. And the consumer is starting to notice. Next generation TV sets, set-tops and interface bring next generation consumers and greater revenue. We are at the new starting line.

Jim Monroe, *co-founder and SVP of Programming*, Net2TV

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

Christophe Louvion, *CTO*, M-GO

Sam Vasisht, *Chief Marketing Officer*, Veveo

Ian Greenblatt, *VP/Strategy & Business Development*, ARRIS

David Catzel, *Senior Platform Strategy Advisor, Developer Platform Evangelism Group*, Microsoft

Mark Donnigan, *VP Development, Media & Entertainment*, Beamr, *Moderator*

Track II: Salon III (BrandPower) (ADVERT)

Media, Entertainment and Brand Ubiquity - Understanding the Programming, Marketing and Commerce Equation - TV-Broadband-Mobile

More than at any other time, the consumer relationship with brand, media and technology, has never been more profound. Powerful relationships are built upon loyalty. And with Tablets, Smartphones, Broadband, TV and always-on communication, the consumer has never been better engaged in more positive circumstances. And the quality of that relationship is only likely to improve. As the devices and networks are enhanced, so the consumer relationship will become deeper and more profound.

- Pam Henning**, *Principal*, Pamalot Entertainment, LLC
- David Abehsera**, *Principal and Chief Strategic Officer*, The Woo
- Mike Davis**, *Chief Operating Officer*, Brand Arc
- Moksha Fitzgibbons**, *EVP, Sales and Mktg*, Complex Media
- Gary Reisman**, *CEO & co-founder*, LEAP Media Investments
- Marc Hustvedt**, *Head of Digital*, REACH
- Jeetendr Sehdev**, *Celebrity Branding Authority, Moderator*

Track III: Poolside Tent I (BIG) (Hollywood) (VIDEO) (SocialMobile)

Over the Top Platforms - TV, iPad - Tablet - SmartPhone - PC - Connecting into the Future

The combination of TV, set-top, broadband connection and a host of new CE devices and services is breaking down the barriers of the TV viewing experience - it is called Over-the-Top TV. Broadcasting and cable will never be the same. The idea that consumers might use a TV, demanding personal and enhanced video services, as they do a computer has arrived. All video content, all the time to the consumer is now becoming a reality.

- Randa Minkarah**, *Principal*, Madpark Advisors
- Hugo Swart**, *Dir, Product Mgmt*, Qualcomm
- Crx Chai**, *Director of User Experience*, NAGRA
- Kim Hurwitz**, *SVP, Programming*, FilmOn.TV Networks, Inc.
- Nash Parker**, *Director, Emerging Technology Commercialization*, Alcatel-Lucent
- Jason Keane**, *CEO*, Saffron Digital
- James M. Burger**, *Partner*, Thompson Coburn LLP, *Moderator*

Track IV: Poolside Tent II (FINANCE)

The Legal Strategy: New Media Wheeling and Dealing - Gaining the Strategic Advantage - Drafting, Negotiating and Closing your New Media Deal using business savvy, leverage and smarts

- Virginie L. Parant**, *partner*, Artist Law Group
- Fredric I. Bernstein**, *Partner*, Katten Muchin Rosenman LLP
- Dan Rozansky**, *Partner*, Stroock & Stroock & Lavan LLP
- Dean Graziano**, *CEO*, Lively
- Mikael Mossberg**, *VP Digital Strategy*, Motiv
- Joleen Winther Hughes**, *Founder and Principal*, HUGHES MEDIA LAW GROUP, *Moderator*

Track V: The Ballroom Terrace - (WOMEN)

Women Entrepreneurs: Building the Brand, the Personal and the Company Identity - Breaking Through the Glass Ceiling

- Michele Turner**, *CEO*, Dictionary.com
- Nina Simosko**, *Strategy, Planning & Operations*, Nike
- Holly Liu**, *co-founder*, Kabam
- Debra Fine**, *Partner*, Fine Line Companies/ Foundation
- Kirsty Spraggon**, *Author, Motivational Expert*, Kirsty Spraggon TV
- Kate Neligan**, *Founder*, Synergytv Network.com
- Linda Sherman**, *Co-Founder*, The Courage Group, *Moderator*

Track VI: The Admiralty Room, (HISPANIC)

Hispanic Content and Advertising - The Strategy, the Messaging and the Platforms

- David Segura**, *CEO*, Giant Media
- Cristina Pedroza**, *Sr. Business and Brand Analyst*, Omelet
- Oscar Padilla**, *Vice President of Strategy*, Luminar
- Vanessa Camones**, *President*, The Mix Agency, *Moderator*
- Additional speakers to be announced*

Track VII - The Plaza Room

(BIG) (Hollywood) (VIDEO) (SocialMobile)

Big Data Revolution for Digital Marketing: Savior or Unicorn?

- Dr. Ravi Iyer**, *Principal Data Scientist*, Ranker
- Adam Blumenfeld**, *Director of Client Solutions*, Bottlenose
- Larry Vincent**, *Dir of the Brand Studio*, United Talent Agency
- Michellene DeBonis**, *Co-founder and Client Development*, Brand Studio, UTA
- Yves Bergquist**, *CEO*, Raiden Partners, *Moderator*

11:00 AM - 11:45 AM - Marina Vista (ARTISTS)

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

The Art of the Deal: Pointers, Advice and Hands-on Tools from Master Negotiators

- David Tenzer**, *Entertainment Lawyer and Talent Manager*, *Moderator*
- Eric Feig**, *Entertainment & Media Law Inc.*
- Chris Pfaff**, *Tech Entrepreneur*, PGA-East
- Emily Best**, *Founder and CEO*, Seed&Spark
- Michael Tenzer**, *SVP & Deputy General Counsel*, *Business and Legal Affairs*, Comedy Central
- Susan Brooks**, *EVP, Business Affairs*, FishBowl Worldwide Media

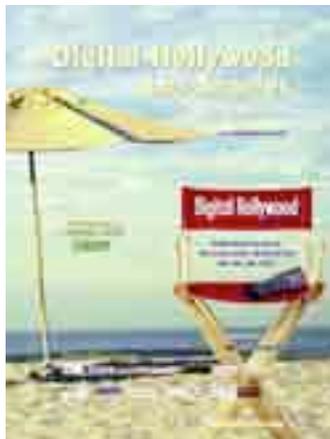
Noon - 12:45 PM - Open to all Attendees

Artists in Hollywood - Actors - Writers - Performers - Directors - Producers Summit

ThinkTank A: The Director's Room (ARTISTS) (FINANCE)

Crowdfunding your Project - 5 Rules for Creating a Successful Campaign

- Dr. Amir Give'on**, *partner*, Rimona Consulting



Noon - 12:45 PM - Marina Vista Room (ARTISTS)

The Comedy Summit

Comedy Programming Case Study: Developing Talent Across Platforms: The TV & Film to the Net

Amber J. Lawson, Comedy Gives Back, *Moderator*
Nick Fortunato, VP / *Creative Director*, DailyMotion
Samantha Seifer, EP, *Broad City*, Comedy Central
John Wooden, GM / EP, Team Coco Digital
Jennifer Romolini, *Editor in Chief*, Hello Giggles

12:30 PM - 1:45 PM

Track II: Salon II (BIG) (Hollywood) (VIDEO)

Three Screen Challenge: TV, Mobile & PC: Delivering High Rez Video - High End Audio - Consumer Experience

Steve Poehlein, *Director, Media & Entertainment Solutions, Industry Consulting Practice*, Hewlett-Packard
Jim Chase, *Chief Evangelist*, Silicon Image, Inc.
Mark Turner, *Content Relations*, Dolby Laboratories
Chris Cukor, *Director, Business Develop.*, LG Silicon Valley Lab

Track III: Salon III (BrandPower) (ADVERT)

Branded Media Marketing - Across Platforms - Leveraging Image, Content and Celebrity - TV, Film, Broadband, Tablets and SmartPhones

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

Scott Carlis, VP, *Digital and Social*, AEG Worldwide
Jesse Saivar, *Partner*, Greenberg Glusker
Andy Marks, *President*, Marks Entertainment + Media
Jennifer Sullivan, *President*, memBrain LLC
Dennis Wolfe, *GRAMMY-winning Producer, former head of A&R*, Capitol Records
Russell Maitland, *SVP of Advertising Sales*, Veria Living
Ben Mendelson, *co-founder and president*, Interactive Television Alliance, *Moderator*

Track IV: Poolside Tent I (FINANCE) (BIG)

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

Russell Schwartz, *SVP, Business & Legal Affairs*, Starz
David Shall, *COO & General Counsel*, Vuguru
Josette Bonte, *Chief Strategy Officer, CTM: Institute for Communication Technology Management, Marshall School of Business*, University of Southern California
Darren Cross, *VP, Business and Corp Developmnt*, Maker Studios
Lucy Goldenhersh, *Principal*, IP Digital
Cleveland O'Neal, *President/CEO*, Connection III Entertainment Corp.
Michael Sid, *CEO*, Mediamorph, *Moderator*

Track V: The Plaza Room (Hollywood) (SocialMobile)

The Social TV Ecosystem: Smart TVs, Guides, OTT Content, Tablets-Smartphones and Apps

Michael Goldstein, *Industry Strategy - Media & Entertainment, Adobe*

TV, multiplatform distribution and social media have officially hooked up. Content is as easily viewed tablet and smartphones as on a TV set and TV Shows share viewers' tweets, celebrities encourage real-time interaction, and the online big guns -- Facebook and Twitter -- are intertwined with TV as never before. TV as a social-media community is exploding. See what's next.

Michael Goldstein, *Industry Strategy - Media & Entertainment, Adobe*

Diane Bernard, *CEO*, FLM.TV

Pernille Bruun-Jensen, *CMO*, NetBase

Jeremy Toeman, *President*, Dijit Media

Sharon Rechter, *EVP, Business Development and Marketing*, BabyFirstTV

Peter Liu, *CEO and Founder*, 2V

Roope Suomalainen, *VP, Experience*, Ixonos

Beamly, *speaker to be announced*

David Bloom, *Digital content production and partnerships*, Deadline.com, *Moderator*

Track VI: Poolside Tent II (BrandPower) (ADVERT)

Branded Advertising Strategies - Content and Platform Integration

Larry Laboe, *President of Production*, SXM

AJ Vernet, *CEO / Founder*, Republic Project, A Sizmek Company

Corey Weiss, *Business Development*, ipsy

Ken Willner, *CEO*, Zumobi

Brad Davis, *EVP of Sales*, Photobucket

Angelo Pullen, *Manager, Audience Development*, 3BlackDot

Robert Gonsalves, *Consultant in Online Operations*, *Moderator*

Track VII: The Ballroom Terrace - (WOMEN)

Women in Advertising - Innovation in Cross Platform Strategies: The Business of Monetization

Catherine Heath, *VP Strategy and Planning*, Huge Los Angeles

Jennifer Cooper, *Dir, Industry Strategy, Media, Entertainment, Social & Gaming*, Adobe Systems

Valerie Moizel, *Principal and Exec Creative Officer*, The Woo

Skyler Mattson, *Managing Director*, WONGDOODY

Valerie Carlson, *Executive Creative Director*, SapientNitro

Claire Weston, *Global Account Dir*, Havas Worldwide Digital

Suzanne Hader, *Head of Digital Strategy*, SelectNY

Jessica Hawthorne-Castro, *Chief Executive Officer*, Hawthorne Direct, *Moderator*

Track VIII: The Admiralty Room, (HISPANIC)

Hispanic Millennials: Content and Communication Across Platforms: Mobile - PC - TV

Johnathan Gwyn, *Founder and CEO*, MiCasa Network Corp

Gabriel Cocco-Sanchez, *Vice President*, Bunim/Murray Latin

Tom Mohler, *CEO and President*, Olympusat

Esther Burke, *Thought Leadership Manager*, Microsoft

Seth Schachner, *Managing Director*, Strat Americas; *former Head Latin America*, Sony Music, *Moderator*

1:00 PM - 1:45 PM - Open to all Attendees

ThinkTank: The Director's Room

Google + Hangout: Monetizing the Future of Social Media

Ann De Vere, *President*, GVNTV

Casey Zeman, *Video Marketer*

Steven Samblis, *President*, MyImagineTV

Silvia Kratzer, *Professor of Film, Television and Digital Media*, UCLA, *Moderator*

1:30 PM - 2:15 PM - Marina Vista Room (ARTISTS)

The Comedy Summit

Standing Out in Sketch Comedy: Surviving in the World of Jimmy Fallon and Key & Peele

Corey Moss, *VP, Digital*, Principato-Young Entertainment, *Moderator*

Speakers to be announced

2:00 PM - 2:45 PM

ThinkTank A: The Director's Room (FINANCE)

Video/Film Production: Assembling Your Distribution Team and Securing Revenues - Do-It-Yourself Does Not Mean Do-It-Along

Christopher Kenneally, *Director, Business Development*, Copyright Clearance Center

Rob H. Aft, *President*, Compliance Consulting LLC

Glen Reynolds, *owner/CEO*, Circus Road Films

David White, *CEO*, IndieReign

2:15 PM - 3:30 PM

Track II: Poolside Tent I (Hollywood) (VIDEO)

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

Hybrid TV presents to the consumer a new reorganized option in video viewing. It represents TV on all platforms - TV - Mobile - PC - packaged in options from free to high end premium subscription. In the future the consumer will no longer be forced into one video viewing option. Video content will be delivered at multiple price points on multiple platforms.

Rick Herman, *Chief Strategy Officer*, MobiTV

Michael Hawkey, *VP and GM*, Sling Media

Ben Bennet, *SVP of Services*, Irdeto

Dan Sweeney, *VP, Sales and Marketing*, Solekai Systems Corp.

Steve McKay, *CEO*, Entone

Mark Vrieling, *CEO*, SCREENPLAY, INC.

Tom Adams, *Sr Principal Analyst*, US Media, IHS Screen Digest, *Moderator*

Track III: Salon II (FINANCE)

Venture Funding, Investment & Mergers - Leadership in the Entertainment & Technology Space: Broadband, Social, Mobile

The VC and strategic investment community has always led the way in recognizing the newest opportunities in the technology and entertainment space. In this era of economic flux, boom and bust, there are as many interpretations of value, opportunity and investment as there are investors and analysts in the industry. In

this session, we bring together a number of the formative players in the Media, Entertainment, Technology finance world who have played a part in the investments, mergers, acquisitions and takeovers over the past few years. At the moment there is more money chasing fewer ready resources, but as the market predictably shakes out, how the relationship between the traditional and new media companies settles will create a fascinating foundation for the next step in growth for our industry. Are we building toward another bubble or are we laying the groundwork for a period of hypergrowth in the convergence space? Media companies are making nine and ten figure bets in this new arms race and what the future holds is anyone's guess.

Monica Dodi, *Managing Director and Co Founder*, The Women's Venture Capital Fund

Mishawn Nolan, *Founding Partner*, NOLAN HEIMANN LLP

Steven Masur, *Sr Partner*, Cowan DeBaets Abrahams & Sheppard LLP

Pilar Stella, *co-founder*, Alchemy P4

Hillery L. Nye, *founder*, Madrona Law Group

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

Track IV: Salon III (BrandPower) (Hollywood) (ADVERT)

Content for the New Platforms: Custom Programming and Branded Advertising

Groundbreaking content is being produced across platforms - TV-SmartPhone-Tablet-PC - and the new media producers are revolutionizing their relationships with the biggest brands in the world. Advertisers, agencies and producers are inventing an all-new universe of programming for social media, communication services and video for the web. We are still only at the starting gate in the new communications revolution and every month presents new challenges and amazing breakthroughs.

Ken Goldstein, *Board of Directors*, Good Men Media, Inc. and Thrift Books LLC

Roland Hamilton, *Managing Director*, USA, Dailymotion

Greg Letourneau, *CEO*, Knowlera Media

Stacy Wormser, *Sales Lead for the West Coast*,

Stumbleupon

Steven Rosenbaum, *CEO*, Magnify.net

Krystal Cameron, *CEO*, SimplyME

David Leibowitz, *Managing Partner*, CH Potomac, *Moderator*

Track V: Poolside Tent II (BrandPower) (SocialMobile)

Music Branding and Commerce: from Apps to Live Events

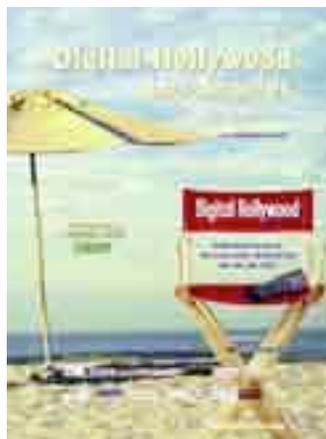
Brad Gelfond, *Principal*, Strike up the Brand (former SVP, Warner Bros. Records)

Brent Wilkins, *VP Global Business Development*, Skullcandy
Robert (Leo) Rodgers, *MBA, Sr. VP & Label Liaison*, Bungalo Records/UMGD

Kelli Richards, *President & CEO*, The All Access Group LLC

Jason Peltz, *CEO/Founder*, Slyde

Anthony Bontrager, *Founder & CEO*, Soda Media, Inc., *Moderator*



Track VI: The Ballroom Terrace - (WOMEN)

Bringing More Women into Tech: Breaking Down the Barriers to Entry

Kristi VandenBosch, *SVP, Chief Digital Officer*, MXM
Melinda Moore, *President*, Moore Enterprises
Meagan Keane, *Product Marketing Manager*, Adobe Premiere Pro and Adobe Prelude
Paulette Pantoja, *Founder and CEO*, BluFocus
Julie Haddon, *VP of Marketing*, Scribd
Josie Roman, *Founder and Managing Dir*, Sealight Enterprises
Allison Kent-Smith, *Founder and Managing Director*, Boulder Digital Works
Caroline Rustigian Bruderer, *Founder/CEO*, K-Line & Company, *Moderator*

Track VII: The Admiralty Room, (HISPANIC)

Hispanics & Mobile: Smart Devices - From Content to Social Media

James Briggs, *CEO*, Briabe Mobile, Inc.
Jorge Granier, *Founder and CEO*, GOTV
Richard Hull, *CEO*, Latin Anywhere, *Moderator*
Additional speakers to be announced

2:45 PM - 3:30 PM - Marina Vista Room
 (ARTISTS)

The Comedy Summit Acting in a Digital Crossplatform Universe: New Opportunities for Actors in Video, Web, Games, Animation, Voice-Over

Ruth Livier, *Actress / Creator*, Ylse; Resurrection Blvd, Showtime, *Moderator*
Don Pemrick, *Principal*, Pemrick Fronk Casting
Bill Kravitz, *President*, Rough Diamond Management
Lori Tritel, *Voice Over Artist*, Voice Over Workshops
Kyle T. Heffner, *Actor*, Flashdance, Shameless

3:50 PM - 5:00 PM

Track I: Poolside Tent I (Hollywood) (VIDEO)

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

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

Peter Ward, *Director Product Portfolio and Strategy*, Verizon Digital Media Services
John Keenan, *Marketing Manager Video Products, Products, Solutions and Industry Marketing*, Cisco Systems
Martin Focazio, *Mgg Dir, Strategic Services*, EPAM Empathy Lab
Steve Ehrlich, *Business Development*, Hewlett Packard
Dave Cornella, *VP, Strategic Business Develop*, Deluxe Digital Distribution
Sudhir Kaushik, *Director of Product Management*, Ooyala
Jonathan Hurd, *Director*, Altman Vilandrie & Company, *Moderator*

Track II: Salon II (BrandPower) (ADVERT)

Monetizing Entertainment Programming - Exploring Business Models: Branding, Advertising, Subscription, Syndication - Video Across Platforms

Entertainment content is now being exploited on all platforms, from Tablets and Smartphones to the multitude of video platforms. While the aggregation of these revenue sources may not yet reach the levels of broadcast and syndication TV, the industry is now beginning to see the light at the end of the tunnel. Monetizing cross-platform entertainment programs may not be fully mature, but it has become a huge industry.

Jonathan Tavss, *CMO*, OwnZones Media Network
Rose Adkins, *Founder & CEO*, ScreenHits.tv
Jeff Roach, *Chief Strategy Officer*, Fuel Youth
Greg Galloway, *CEO*, iflix.tv, LLC
Seung Bak, *Co-Founder*, DramaFever
Miguel Santos, *General Manager*, Myx TV
Wendy Klenk, *Founder and Principal*, Media Management Studio
Arlene Zeichner, *Principal*, Selavy Associates, *Moderator*

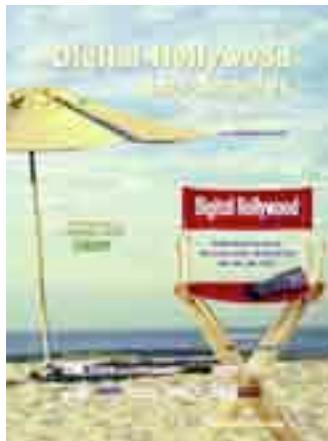
Track III: Salon III, (FINANCE)

Content Rights and Technology Solutions in Media and Entertainment: Implementation of Technology Strategies - Protecting the Product

Content is what the entertainment and media industry produce, and the viability of the industry's future rests on its ability to manage its content and control its distribution while at the same time making it available to an ever larger customer base. And that is the job of the DRM technology industry, to make the film, music and mobile technology delivery systems safe for mass use. In this session, we will explore, from the point of view of the technology companies, the possibilities and potential of DRM

in the evolving content landscape. From CDs and DVDs to broadband and wireless delivery, DRM and content protection represents the bottom line of the future of our industries.

Andy Nobbs, *CMO*, Civolution
John Gildred, *VP, Product Management*, Intertrust
Graham M Oakes, *CEO, Media Science International, Chairman*, Digital Watermarking Alliance
Art Chang, *Founder and CEO*, Tipping Point Partners, LLC
Erica Hauptert, *Vice President*, Studio Relations, MPLC
Glenn Hower, *Research Analyst*, Parks Associates
Rajan Samtani, *SVP Sales and Marketing*, Peer Media Technologies, *Moderator*



Track IV: The Ballroom Terrace - (WOMEN)

The Women Entrepreneur: The Person, The Opportunity and The Challenge

Tina Hoover, *VP, Mkg & Customer Development*, BrainRush
Diana Dotter, *CEO*, Vinda Media; *Exec Dir*, TheFilmSchool - Seattle

Kerry Edelstein, *founder*, *Research Narrative*

Sarah Backhouse, *Founder*, future360.tv

Elsa Ramo, *Attorney/Founder*, Law Offices of Elsa RAMO

Phoebe B. Scott, *CEO and founder*, Laudville

Joleen Winther Hughes, *Founder and Principal*, HUGHES MEDIA LAW GROUP, *Moderator*

Track V: The Admiralty Room, (HISPANIC)

Hispanics in 2014: The Platforms and Hispanic Digital Opportunity

4:00 PM - 5:00 PM - Marina Vista Room (ARTISTS)

The Comedy Summit

Comedy Podcasters - Allstars and Newcomers

J. Keith van Straaten, *Professional Funnyperson*, *Moderator*

Graham Elwood, *Co-creator & Host*, Comedy Film Nerds

Julia WD Harrison, *Host*, Keith & Julia Ruin Everything, 2 Dope Girls

Jesse Thorn, *Creator*, The MaximumFun.Org

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

End-of Day Poolside Reception

Special Evening Event - Ballroom Terrace

Reception and Special Event

6:15 PM - 8:00 PM

Video Anytime Anywhere: Video Across Platforms - Television, Broadband and Mobile

Speakers to be announced

Thursday, May 8th

Drill Down Day at Digital Hollywood

Five Tracks to Choose From

ThinkTank Day - Intensive Sessions

9:00 AM - 9:45 AM - Marina Vista Room - (FINANCE)

Keynote Conversation with Matthew Modine

Kickstarter Project - 'Full Metal Jacket' Audio Diary on Working with Stanley Kubrick

9:30 AM - 10:45 AM

ThinkTank I: Admiralty Room (ADVERT) (SocialMobile)

Advertising and Micro-Commerce, Games and Game Networks - Mobile, Broadband and Console - Serving Individuals and Communities of Interest

As the platforms become more robust, as broadband, mobile, social media and TV provide greater consumer interactive flexibility, games as a product, as a destination, as a network or community and as a force in commerce grows. The growing power of the network, the relationship between the technology and the consumer, is opening the door to an entirely new and more complex set of tools in designing a multi-layered gaming consumer

experience. From the explosion in casual gaming to the dedicated hardcore gamer, the power of the network is redefining games and user engagement which is ultimately revolutionizing the bottom line of the industry.

Maura Sparks, *founder*, KissAppGames

Don Daglow, *CEO and Creative Director*, Daglow Entertainment LLC

Rob Grossberg, *CEO*, TreSensa

Jamie Ortiz, *VP*, *Strategic Growth*, Sleepy Giant Entertainment

Marc Mitchell, *co-founder and CEO*, Lootsie

Riz Virk, *co-founder and CEO*, Midverse Studios

Michael Ritter, *SVP Business & Corporate Development*, SGN

Dmitri Williams, *CEO*, Ninja Metrics, *Moderator*

ThinkTank II: Plaza Room (Hollywood) (VIDEO)

Content Delivery - Rich Media - Managing the Three Screen Challenge: PC, TV and Mobile

The integration of the IPTV and TV experience with the full power of the new consumer technologies - from broadband to mobile - opens the door to not only a unique world of entertainment and information, it brings to the table a next generation idea of full consumer interactivity within the PC-Mobile-TV experience. Personalized TV will forever change the consumer entertainment landscape - it will open the door to a consumer with more and greater control over his or her environment - in touch with family members, enjoying popular programming, accessing and saving information and ultimately creating it and sharing it with others. The Personalized PC-TV experience represents a huge step forward, and at this event, we are pleased to take small steps forward in that direction.

Eli Lubitch, *President*, Beamr Video

Joe Swift, *founder*, 7 Stories Up

Jim Stewartson, *Founder and CEO*, RIDES.tv

Assaf Chaprak, *VP of Customer Success*, Kaltura

Chris Fisher, *SVP of Consumer Marketing*, ASSIA

Brett Mertens, *Senior Product Manager*, Internap

Scott Holmes, *President*, United Future, *Moderator*

ThinkTank III: Ballroom Terrace (ADVERT) (SocialMobile)

Social Engagement - Tracking The Real-Time Social Graph - Content, Communication, Advertising

Rob Macdonald, *VP of Business Development*, Distillery

Chuck Fishman, *Director*, *Media*, *Entertainment and Publishing*, Acquia

Rob Reed, *Founder & Chief Innovation Officer*, MomentFeed

Scott Dudelson, *co-founder & COO*, Swagbucks.com

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

10:00 AM - 10:45 AM - Marina Vista - (FINANCE)

Indiewire's Crowdfunding Highlights of the Week

Steve Greene, *Assistant Editor*, IndieWire, *Moderator*

Mark Netter, *Director*, Nightmare Code (IndieGoGo)

Christopher Kao, *Executive Producer*, DRIP

Amelia Belle, *Producer*, The First Out

Matthew Breault, *Writer/Director*, Impulse Control

Stuart Archer, *Director*, STUCK

11:05 AM - 12:20 PM

ThinkTank I: Admiralty Room (ADVERT) (SocialMobile)

Advertising Analytics and Contextual Media: Social Media, Mobile, Search, Video Search and HyperTargeting

As advertising continues to embrace broadband in all its manifestations, via the PC, mobile, games and TV, having a complete understanding of its reach and impact is only beginning to charted and broken down. Broadband advertising in all its forms, text, video and display are taking forms that only the interactive technologies can provide. Whether it's search or a form of hypertargeting, we are only at the early stages of fully appreciating the impact and return on investment. In this session, the analytics of advertising in the emerging and more cutting edge platforms of social media, search and broadband video will be explored.

Michael Benedek, *CEO*, Datonics LLC**Catherine Havasi**, *CEO and Co-Founder*, Luminoso, MIT Media Lab**John Mracek**, *CEO*, NetSeer**Eugene Becker**, *SVP Product Management*, eXelate**Jeff Ferguson**, *CEO*, Fang Digital Marketing**Nick Talbert**, *Head of Product Marketing*, DG Mediamind**Tom Bash**, *Manager, Product Strategy & Operations*, Creative, Exponential Interactive**Steve Zehngut**, *Founder*, Zeek Interactive, *Moderator*ThinkTank II - Plaza Room
(BrandPower) (SocialMobile)**Marketing Primetime Hollywood Content - Using Twitter, Facebook, Smartphone and Tablets - Building Audience - Building Buzz - Understanding the Metrics and Measurement of Success**

Social media is everywhere - on SmartPhone, Tablet or PC - and reaching out, interacting and forging communication with a global universe of people is the challenge of all entertainment companies. The industry is in a continual state of Social Media outreach. And the effectiveness of that outreach is constantly measured to understand its effectiveness. In this session we will hear from the experts in entertainment and social media.

Mick Darling, *CEO and Founder*, Tomorrowish**Jason Klein**, *CEO & co-founder*, ListenFirst Media**James Thomas Sr.**, *President*, BEM Media Group and The Red Letter Agency PR Firm**Marsha R. Levine**, *President*, A List Entertainment**Jenna Broughton**, *Customer Relationship Mgr*, Union Metrics**Hayley Melidoni**, *VP, Revenue and Partnerships*, Race Yourself**Donald A. Jasko**, *CEO*, Digital Economics, *Moderator*

ThinkTank III: Salon III (VIDEO) (Hollywood) (SocialMobile)

Video Innovation! Social Video, Personalized Video, Real-Time Video - Communication and Commerce**Jon Skogmo**, *CEO*, JukinMedia**Matt Koskela**, *Chief Technology Officer*, Giant Media**Bee Ottinger**, *CEO*, SnapCuts**Tyler Malin**, *Co-founder & Chief Marketing and Revenue Officer*, GRAVIDI**Alex Jablonski**, *Sr Producer*, TouchCast**Alex LeMay**, *CEO, founder, and executive producer*, New Velocity Media**Philip Nelson**, *Chief Relationship Officer*, NewTek, Inc**Bill Newell**, *President*, North South Studios LLC, *Moderator*

ThinkTankIV: Ballroom Terrace, (BrandPower) (Hollywood) (SocialMobile)

Content for the New Platforms: Custom Programming, Product Placement and Branded Advertising - Tablet & SmartPhone, Web and TV

Groundbreaking content is being produced across platforms - TV-SmartPhone-Tablet-PC - and the new media producers are revolutionizing their relationships with the biggest brands in the world. Advertisers, agencies and producers are inventing an all-new universe of programming for social media, communication services and video for the web. We are still only at the starting gate in the new communications revolution and every month presents new challenges and amazing breakthroughs.

Ken Mayer, *Chairman and CEO*, GTV**David DiGuardi**, *COO and co-founder*, Ditto Greetings**Stephanie Piche'**, *CEO, Executive Producer*, Mingle Media TV**Kristin R. Thomas**, *founder and CEO*, Mountain Girl Productions**Rick Keppler**, *president*, Keppler Entertainment**Burnes Hollyman**, *President*, gamerista**Allison Dollar**, *CEO*, ITV Alliance, *Moderator***11:15 AM - 12 Noon** - Marina Vista - (FINANCE)**Nurturing the Creative Spark: The Producer's Toolkit for Funding, Distributing and Audience Building****Chris Pfaff**, *Tech Entrepreneur*, PGA-East, *Moderator***Kristen Nedopak**, *Founder*, The Geekie Awards**Jim Redner**, The Redner Group**Lisa Mazzotta**, RiverBlue**12:30 PM - 1:15 PM** - Marina Vista (FINANCE)**The Crowdfunding State of the Union: An In-Depth Discussion of Crowdfunding Structural Options and Opportunities****Mark Vega**, *Principal*, Incite Law Group, *Moderator***Gene Massey**, *Chairman/CEO*, MediaShares**Gregory Parker**, *Founder*, Indie Crowd Funder, LLC**Jennifer Post**, Post Law Group, PC**Marc Hofstatter**, Indiegogo, Film Vertical**Daryl Hatton**, *Founder & CEO*, FundRazr**12:45 PM - 1:30 PM** - Marina Vista (FINANCE)**The Great, Big Crowdfunding Action Plan Workshop for Actors, Directors, Producers, and Distributors****Emily Best**, *Founder*, Seed & Spark, *Moderator**Speakers to be announced*

12:50 PM - 2:00 PM

ThinkTank I: Admiralty Room
(BrandPower) (ADVERT) (SocialMobile)

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

- Bob Buch**, CEO, SocialWire
- Behnam Karbassi**, Founder / CEO, No Mimes Media
- Sarah Haydu**, Los Angeles Community Manager, Uber
- Mike Lewis**, Author, "Stand Out Social Marketing (McGraw Hill, Dec 2012)
- Johnny Miller**, Founder, Manumatix
- Kyla Brennan**, CEO & Founder, HelloSociety
- Chris Monteleone**, CEO, co-founder, Sweigh
- Dr. Natalie Petouhoff**, Chief Strategist, Digital Communications, Social Media, Measurement and ROI practice, Weber Shandwick, Moderator

ThinkTank II: Salon III (SocialMobile)

The Mobile Opportunity: Messaging, Commerce & Personalization

- John Milinovich**, CEO, URX
- Greg Wester**, GM Research and Data Products, Mobile Posse
- Jason L. Baptiste**, Founder and CMO, Onswipe
- Gerald Burnand**, Chief Technology Officer, Vertical Search Works (VSW)
- Jonathan Zweig**, Founder and President, AdColony
- Clearbridge Mobile**, speaker to be announced
- Sean Malatesta**, CEO, Marengo Knoll, Inc., Moderator

ThinkTank III: Ballroom Terrace, (BrandPower) (SocialMobile)

The Power of YouTube: Unlocking the Power of Advertising and Programming

- Marcelo Camberos**, CEO, ipsy
- Juan Bruce**, CEO and Co-Founder, Epoxy
- KamranV**, Founder, POP-AUT
- Rob Ciampa**, Chief Marketing Officer, Pixability
- Seung Bak**, Co-Founder, DramaFever
- Stuart W. Volkow**, Technology Strategist, VentureDNA, Moderator

ThinkTank IV: Plaza Room (BrandPower) (ADVERT)

TV Everywhere: The Content & Commerce Opportunity - From Live Streaming & Video Syndication to Video Ad Insertion

- Joseph Zoccali**, COO, Pokeware
- Cory Klippsten**, Chief Revenue Officer, Fuisz Interactive Media
- Matt Smith**, Chief Evangelist, Anvato
- Ken Zamkow**, Director, Head of Marketing, US & The Americas, LiveU
- Joshua Lennox**, Co-Founder, Bulldog Digital Media
- Fuad Hawit**, CEO and Founder, Groopie
- Susan Brazer**, CEO, LionShare Media, Moderator

2:15 PM - 3:30 PM

ThinkTank I: Admiralty Room
(BrandPower) (ADVERT) (SocialMobile)

The Facebook Factor - A Discussion of Facebook and other Social Media Platforms as a Product and Communications Platform - Building Buzz, Building Community, Building Brand

- Angeline Vuong**, Strategy Lead, Huge
- Miry Whitehill**, Director of Media Strategy, RadiumOne
- Phil Pallen**, Brand Strategist
- Dhruv Joshi**, President, Social Rockfish
- Dr. Gigi Johnson**, Exec. Director, Marelme Institute, Moderator

ThinkTank II: Plaza Room
(BrandPower) (ADVERT) (SocialMobile)

Advertising Innovation! Ad Targeting and Hypertargeting, Mobile, Social Networks and Video Ads

Advertising is finally discovering and finding its way into the next generation of technology media and entertainment industries. Broadband, mobile, IPTV, cable and interactive TV and of course in games, ads and branded information are being delivered in many forms. The technologies behind ad-insertion, ad serving, on-demand technologies and a full host of back-end management technologies are enabling greater creativity and enhanced options in the relationship between technology and advertising. In this session, we will open an ongoing conversation of how technologies are evolving, where they are heading and how the advertising and branding industries will gain further technology traction.

- Ajitpal Pannu**, Chief Strategy Officer, Smaato
- Edwin Lee**, VP of Strategic Accounts, MediaMath
- Aanarav Sareen**, President, PaLaCart
- Shawn Patrick**, CMO, zample
- Debbie Menin**, President, MeninMedia (former VP, Strategic Partnerships, TV Industry Machinima), Moderator

ThinkTank III: Salon III (BrandPower) (ADVERT) (SocialMobile)

Social Media, Brands and Target Markets: Capturing and Transforming the User Experience - Content, Conversation and Commerce

- Susan Sandler**, Senior Media and Integrated Marketing Strategy Advisor, BoomAgers
- Josh Levine**, CEO - Chief Activist, Rebel Industries
- Ami M. Blaire**, Partner, lvl UP Marketing
- Adam Mosam**, CEO, Pivotshare
- Karen Allen**, Principal, Karen Allen Consulting
- Ron Yurman**, Co-Founder, Spud!, Moderator

ThinkTank IV: Ballroom Terrace (VIDEO) (SocialMobile)

Intersection of Social and TV: The 2nd Screen Experience - From Social Viewing and Communication to Data Visualization

- Collin Lee**, Vice President, Marketing, Influxis
- Aaron Buchanan**, VP, Technology, Ignition Interactive
- Chris Reynolds**, CEO, OneTwoSee
- Chris Denson**, Producer, Sideshow Network
- Sean Malatesta**, CEO, Marengo Knoll, Inc.
- Newton Lee**, Editor-in-Chief of ACM Computers in Entertainment, Moderator