



DIGITAL ENTERTAINMENT WORLD

DEW

FEBRUARY 1-2, 2017



DEW 2017: THE FUTURE OF CONNECTED ENTERTAINMENT

JANUARY 31, 2017

9:00am – 9:00pm *Room/AV/Exhibitor set-up in all rooms*

6:30pm – 8:30pm **VIP DINNER (invite-only)**

FEBRUARY 1, 2017

CALIFORNIA BALLROOM

9:30am – 9:45am **WELCOME & INTRODUCTORY REMARKS**

9:45am – 10:15am **OPENING PRESENTATIONS (8 minutes each):**

THE FUTURE OF DIGITAL ENTERTAINMENT
Visionary presentations on the future of digital entertainment.

10:15am -10:45am **VIEW FROM THE TOP:**

THE FUTURE OF THE DIGITAL CONTENT MARKET
This panel of digital entertainment leaders will discuss how digital content will be made, distributed, marketed, consumed and monetized in the future. What are the key factors contributing to the continued growth of digital revenue? What developments are expected in the value-chain for digital content monetization? What areas are poised for the greatest growth? What innovations and business models will fuel growth in the digital marketplace?

10:45am -11:15am **FIRESIDE CHAT/KEYNOTE**

11:15am – 12:00pm MORNING BREAK

FEATURED PRESENTATIONS	PROMENADE	CATALINA	MALIBU/SM	PALISADES	BAYVIEW
	VIDEO/TV/ MOVIES	BRANDS/ ADVERTISING	GAMES/ INTERACTIVE	MUSIC/ RIGHTS	INNOVATION STAGE
12:00pm – 12:15pm	Video/TV/Movies Presentation	Brands/Advertising Fireside Chat	Games/Interactive Fireside Chat	Music/Rights Fireside Chat	Lightning Talks
PANELS	The Future of OTT: Consumer Adoption & Experiences	The Future of Content Marketing	The Future of eSports	The Future of Rights Management	Innovation Presentation
12:15pm – 12:45pm					

12:45pm - 2:00pm

LUNCH BREAK
VIP LUNCH (INVITE-ONLY)

2:00pm – 2:30pm

VIEW FROM THE TOP:

THE FUTURE OF VR/AR IN THE ENTERTAINMENT BUSINESS

VR/AR experts discuss the current state of VR/AR, consumer adoption and what it means for the television, movie, and entertainment business.

2:30pm – 3:00pm

FIRESIDE CHAT/KEYNOTE

FEATURED PRESENTATIONS

3:15pm – 3:30pm

VIDEO/TV/ MOVIES

Video/TV/Movies Presentation

BRANDS/ ADVERTISING

Brands/Advertising Presentation

GAMES/ INTERACTIVE

Games/Interactive Presentation

MUSIC/ RIGHTS

Music/Rights Presentation

INNOVATION STAGE

Lightning Talks & Startup Pitches

PANELS

3:30pm - 4:00pm

The Future of Next Gen OTT and Monetization

The Future of Social Streaming

The Future of Hollywood & Games

The Future of Blockchain

The Future of Virtual Reality

PANELS

4:00pm - 4:30pm

Video/TV/Movies Presentation

Brands/Advertising Panel

Games/Interactive Panel

Music/Rights Panel

Innovation Presentations

4:30pm – 5:00pm

AFTERNOON BREAK

5:00pm – 5:30pm

VIEW FROM THE TOP:

THE FUTURE OF THE VIDEO/TV/MOVIES BUSINESS

This panel of top decision-makers in television, movie and video content discusses the future of video monetization and new digital distribution models and platforms. What does it take to make successful video content to be distributed and monetized on multiple platforms and devices? How do you engage, empower, connect and monetize audiences across platforms? What trends and developments are the most important to the future direction of the industry?

5:30pm – 6:00pm

FIRESIDE CHAT/KEYNOTE

6:00pm – 7:00pm

SINDER DAY 1 RECEPTION

FEBRUARY 2, 2017

CALIFORNIA BALLROOM

9:30am – 9:45am

WELCOME & INTRODUCTORY REMARKS

9:45am – 10:15am

THE FUTURE OF BRANDS & ADVERTISING

Visionary presentations on the future of brands and advertising.

10:15am -10:45am

VIEW FROM THE TOP: THE FUTURE OF CONTENT MARKETING

10:45am– 11:15am

FIRESIDE CHAT/KEYNOTE

11:15am – 12:00pm

MORNING BREAK

FEATURED PRESENTATIONS
12:00pm – 12:15pm

VIDEO/TV/ MOVIES
Video/TV/Movies Presentation

BRANDS/ ADVERTISING
Brands/Advertising Fireside Chat

GAMES/ INTERACTIVE
Games/Interactive Presentation

MUSIC/ RIGHTS
Music/Rights Fireside Chat

INNOVATION STAGE
Startup Pitches
SESSION 1
11:30am – 12:15pm

PANELS
12:15pm – 12:45pm

The Future of MCNs and the YouTube Economy

The Future of Digital Advertising

The Future of Digital Media Investing

The Future of the Artist-Fan Experiences

Startup Pitches
SESSION 2
12:30pm – 1:15pm

12:45pm - 2:00pm

LUNCH BREAK
VIP LUNCH (INVITE-ONLY)

2:00pm – 2:30pm

VIEW FROM THE TOP: THE FUTURE OF THE MUSIC BUSINESS

This panel of music industry heavy weights will discuss the future of the music business, where it's going, and where it's been. How is consumer behavior with respect to new technologies and digital services shaping the music business of the future? What is the growing importance of owned media and properties to brands in the music space, as traditional endorsement deals and sponsorships continue to become a thing of the past?

2:30pm – 3:00pm

KEYNOTE/FIRESIDE CHAT

FEATURED PRESENTATIONS
3:15pm – 3:30pm

VIDEO/TV/ MOVIES
Video/TV/Movies Presentation

BRANDS/ ADVERTISING
Brands/Advertising Presentation

GAMES/ INTERACTIVE
Games/Interactive Presentation

MUSIC/ RIGHTS
Music/Rights Presentation

INNOVATION STAGE
Startup Pitches
SESSION 3
3pm - 3:45pm

PANELS
3:30pm - 4:00pm

The Future of the Creating Engaging Digital Video Experiences

The Future of Influencer Marketing

The Future of Mobile Games

The Future of Bands & Brands

PANELS
4:00pm - 4:30pm

Video/TV/Movies Panel

Brands/Advertising Panel

Games/Interactive Panel

Virtual Reality Panel

Startup Pitches
SESSION 4
4pm - 4:45pm

4:30pm – 5:00pm

AFTERNOON BREAK

5:00pm – 5:15pm

ANNOUNCEMENT OF DEW STARTUP COMPETITION WINNER

Join us for the announcement of the Winner of the 2017 DEW Startup Competition.

5:15pm – 5:45pm

KEYNOTE/FIRESIDE CHAT

5:45pm – 6:45pm

SINDER OR BAY VIEW DAY 2 RECEPTION