

NY MEDIA FESTIVAL AGENDA

SEPTEMBER 26, 2016

6:30pm – 8:30pm	LEADERS IN MUSIC + INNOVATION DINNER Sponsored by Fox Rothschild This is an invite-only event. You must be on the guest list to attend.
8:00pm – 11:00pm	NYME OPENING PARTY @ Hudson Terrace 621 W. 46th Street 8pm - 9pm - NYME Guests & General Admission 9pm - 11pm - DJ, Networking & Dancing

SEPTEMBER 27, 2016

DIGITAL MUSIC FORUM & VR/INNOVATION SUMMIT + RIGHTSTECH LOUNGE & WORKSHOPS

9:30am – 9:40am	EVENTS HALL DIGITAL MUSIC FORUM WELCOME & INTRODUCTORY REMARKS Ned Sherman, CEO & Publisher, Digital Media Wire	CAFE RIGHTSTECH LOUNGE & WORKSHOPS WELCOME & INTRODUCTORY REMARKS Paul Sweeting, CEO, Concurrent Media / Editor & Co-Chair, RightsTech
9:40am – 10:10am	OPENING PRESENTATIONS THE FUTURE OF MUSIC Visionary presentations on the Future of Music. <ul style="list-style-type: none"> • <i>We're Not PLAYing Around: The Impact of Playlisting on Music Streaming</i> Playlisting has become the new radio promotion, the expert we lost when Tower Records closed, the curator we had on college radio. It's the #1 topic of conversation. The talk will cover how are consumers are actually reacting to playlists. Where do playlists fit in their streaming experience? How are they actually using playlists and what do they listen to? More importantly what do consumers want out of the playlist experience? <u>Presenter:</u> Russ Crupnick Managing Partner, MusicWatch 	RightsTech in the YouTube Ecosystem Presentation: Getting the most out of Content ID <u>Presenter:</u> Brandon Martinez, Live Nation
10:15am -10:45am	VIEW FROM THE TOP: Digital Music Leaders Roundtable This panel of digital and tech industry heavy weights will discuss the future of the music business and technology, 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? PANELISTS Owen Grover,EVP & General Manager, Content Development & Distribution. iHeartMedia Winston Binch, Chief Digital Officer, Deutsch North America Kathy Baker, SVP., Digital Marketing, Columbia Records/Sony Music Entertainment Alexander Kisch, EVP, Business Development & Business Affairs, Vevo <u>Moderator:</u> Jason Lipshutz, Deputy Editor, Fuse TV	dotBlockChain Music Presentation: dotBlockChain Music <u>Presenter:</u> Benji Rogers, CEO, PledgeMusic
10:50am– 11:15am	FIRESIDE CHAT WITH SOUNDCLOUD Stephen Bryan, Chief Content Officer, SoundCloud <u>Interviewed by:</u> Joan Solsman, Senior Writer, Digital Media, CNET	Content Syndication Presentations:

		Content Syndication: Managing Rights Across Multiple Platforms <u>Presenter:</u> Danny Anders, ClearTracks
11:15am – 11:45am	MORNING BREAK	Panel Discussion: The State of Rights Management on UGC Platforms Panelists Brandon Martinez, Live Nation Sam Gilchrist, PluraVida Danny Anders, ClearTracks <u>Moderator:</u> Paul Sweeting, CEO, Concurrent Media / Editor & Co-Chair, RightsTech

	EVENTS HALL	CAFE	SAFRA
11:45am – 12:15pm	BANDS AND BRANDS This panel will look at the evolving relationship between brands and music and will discuss the deals being done with artists, live shows, TV and commercial licensing, technology tie-ins and digital services as brands increasingly become an essential part of the music business. PANELISTS Joy Howard, CMO, Sonos Afdhel Aziz, Director, Absolut Labs <u>Moderator:</u> Andrew Hampp, VP, Brand Strategist, MAC Presents	THE LATEST IN MUSIC RESEARCH Leading analysts and researchers provide an overview of the latest research about the current state of digital music, including consumer behavior & attitudes; adoption & penetration rates of digital products, key technology channels & platforms; and business & economic performance numbers. What is the outlook for the industry in the years to come? PANELISTS Alex White, Head & Co-Founder, Next Big Sound, Pandora Russ Crupnick Managing Partner, MusicWatch <u>Moderator:</u> Larry Miller, Director, Music Business Program, NYU Steinhardt	ONSTAGE MEETUP & UNCONFERENCE SESSION This is a spontaneous session held on the stage in Safra Auditorium. Come with your ideas, pitches and anything else you'd like to discuss about innovation in the music business.
12:20pm – 12:50pm	ARTIST & FAN EXPERIENCES IN THE AGE OF DIGITAL This session will discuss the evolving, technologies and strategies for monetizing artist-fan and brand experiences online and offline. PANELISTS Tom Giles, Senior Director, Fullscreen Direct / Founder, StageBloc Molly Neuman, Head of Music, Kickstarter Zeeshan Zaidi, SVP/General Manager of OnTour, Ticketmaster Daniel Stedman, Co-founder, Northside Media Group Dan Berkowitz, CEO & Founder, CID Entertainment <u>Moderator:</u> Lawrence Peryer, Independent Producer & Consultant	MONETIZING THE YOUTUBE ECONOMY This panel will discuss the evolution of the YouTube economy and the growing number of monetization paths and alternatives to monetize content on the platform. PANELISTS Brandon Martinez, Vice President, LNTV Network, Live Nation Darrell Andrews, Director of Music Partnerships & Strategy, OmniaMedia Sam Gilchrist, PluraVida Betty Tran, EVP of Marketing, Izo <u>Moderator:</u> David Tockman Vice President, Business Development, Shindig.com	Lightning Talks, Startup Pitches & Demos (5 Min Each) PRESENTERS 12:20pm - 12:25pm Content Consumption in a Mobile-First World <u>Presenter:</u> Naomi Makofsky, Strategic Product Partnerships. Google 12:27pm - 12:32pm How to Use Data & Predictive Modeling to Personalize the Music Licensing Experience <u>Presenter:</u> Francois Arbour, VP Product, Music & Video, Shutterstock 12:34pm - 12:39pm Promoting Music to Niche Audiences through Podcasting & Independent Radio <u>Presenter:</u> Mary Nichols, President & Founder, FuseBox Radio Broadcast 12:41pm - 12:46pm The New Radio Promotion The power of radio hasn't changed, but the way people listen to it has. Even though artists' music lives in streaming services, they're forced to advertise outside of streaming services. How

			Feature.fm is bringing native advertising into streaming services and opening access for artists of all sizes to reach the right listeners where they listen today. <u>Presenter:</u> Daniel Sander, Head of Market Development, Feature.fm
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12:50pm - 2:00pm	LUNCH BREAK LEADERS IN MUSIC LUNCH (INVITE-ONLY)		
2:00pm – 2:30pm	EVENTS HALL FIRESIDE CHAT WITH RED LIGHT MANAGEMENT Jonathan Azu, General Manager & Executive Vice President, Red Light Management <u>Moderator:</u> Ned Sherman, CEO, Digital Media Wire		

	EVENTS HALL	CAFE	SAFRA
2:45pm – 3:15pm	<p>VR/AR FOR MUSIC AND ENTERTAINMENT This session of VR and AR leaders will discuss the latest developments for music and entertainment. The panel will focus on what opportunities are available for the music business in the market today. What are the available apps, content, devices, and head gear? What is the current state of consumer adoption?</p> <p>PANELISTS Brad Spahr Vice President, Product Development, Global Digital Business, Sony Music Entertainment Nick Lippman, Artist Manager & Partner, Lippman Entertainment Facundo Diaz, CEO, VRTIFY Kevin Cornish, Founder, Moth + Flame VR <u>Moderator:</u> Cortney Harding, President, Cortney Harding Consulting</p>	<p>THE POWER OF INFLUENCE This panel of digital influencers, social media, marketing and brand experts will discuss the strategies and techniques used by bands and brands through the help of community managers, content creators and social media marketers to gain and retain fans and followers and provide a boost to marketing strategies on Vine, Instagram, Facebook, Twitter and other social platforms.</p> <p>PANELISTS Ryan Barkan, Music Supervisor, Droga5 Maurice Bernstein, CEO, Giant Step Jedd Katranca, EVP, Downtown Music Publishing <u>Moderator:</u> Fiona Bloom, Music Industry Publicist, The Bloom Effect</p>	<p>Lightning Talks, Startup Pitches & Demos (5 Min Each)</p> <p>PRESENTERS</p> <p>2:45pm - 2:50pm Emotion AI: How Emotion Recognition is Changing the Face of Advertising and Consumer Engagement <u>Presenter:</u> Paula David, Emotion Analytics Insights, Affectiva</p> <p>2:52pm - 2:57pm Introducing your personal Artificial Intelligence music composer Amper Music, unveils cutting-edge music technology that will shape the future of video content creation. <u>Presenter:</u> Drew Silverstein, Co-Founder & CEO, Amper Music</p> <p>2:59pm - 3:04pm Innovation in the Global Cannabis Industry <u>Presenter:</u> Larry Linietsky, Chief Operating Officer, HIGH TIMES</p> <p>3:06pm - 3:11pm Dropbox Paper and the Future of Collaboration in the Music Industry Teams today need quick and simple ways to create collaborative documents and exchange important information. Learn how to share ideas, get feedback on your files, and track tasks all in the same doc. Whatever you want to create, and however you like to do it, Dropbox Paper helps bring your big ideas to life. <u>Presenter:</u> George Baier IV, Head of Media Solutions, Dropbox</p>
3:30pm - 4:00pm	<p>DIGITAL MUSIC IN INTERNATIONAL MARKETS This panel of global digital music leaders will discuss the growth of digital and mobile music services internationally with a focus on the unique challenges and opportunities they encounter globally.</p>	<p>TECHNOLOGY, HUMANS, CURATION AND THE FUTURE OF MUSIC DISCOVERY In the ongoing drive to create the perfect music discovery solution, the balance between data-based algorithms vs human recommendations is in full swing. This panel will feature leaders in both spaces discussing the best practices</p>	<p>ONSTAGE MEETUP & UNCONFERENCE SESSION This is a spontaneous session held on the stage in Safra Auditorium. Come with your ideas, pitches and anything else you'd like to discuss about innovation in the music business.</p>

	PANELISTS Michael Abbattista, Global Head of Telecom/ISP Business, Spotify Pryia Rajagonpalan, VP, Product Management, TIVO Julien Simon, VP, Music Rights & Label Relations, Deezer Moderator: Seth Schachner Managing Director, Strat Americas	for fans, artists, and the business alike. PANELISTS Alex White, Head & Co-Founder, Next Big Sound, Pandora Natasha Diggs, DJ Francois Vaxelaire, Founder & Producer, The Lot Radio Moderator: Nico Perez, Co-founder, Mixcloud	
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4:00pm – 4:30pm	AFTERNOON BEER BREAK
4:30pm – 5:15pm	EVENTS HALL VIEW FROM THE TOP: Music Leaders Roundtable This panel of music industry heavy weights will discuss the future of the music business and technology, 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? PANELISTS Howie Singer, Senior VP & Chief Strategic Technologist, Warner Music Group Andrew Klein, SVP, Global Partnerships, AEG Josh Rabinowitz, EVP & Director of Music, Grey Dr. Kate Stone, Creative Scientist; Founder, Novalia Moderator: Fred Goldring, Chairman & Co-Founder, Music Aficionado
6:30pm – 8:30pm	LEADERS IN MEDIA DINNER Hosted by Optimizely This is an invite-only event. You must be on the guest list to attend.
6:30pm – 8:30pm	NYME OPEN HOUSES These are invite-only events. You must be on the guest list to attend. SHUTTERSTOCK OPEN HOUSE <i>Invite-only (RSVP required)</i> Join leaders in the New York tech and media scene at Shutterstock's global headquarters in the iconic Empire State Building for a lively after-party of libations and networking! B/Hi-->VRTIFY OPEN HOUSE <i>Invite-only (RSVP required)</i> Join us at B/Hi's NYC offices for a festive event to network and view a demo of a VRTIFY concert in VR. Offering a delicious signature drink, wine, beer and small bites to keep you crawling along.

SEPTEMBER 28, 2016
NY GAMES CONFERENCE & VR/INNOVATION SUMMIT
+ RIGHTSTECH LOUNGE & WORKSHOPS

9:30am – 9:40am	EVENTS HALL WELCOME & INTRODUCTORY REMARKS Ned Sherman, CEO & Publisher, Digital Media Wire	CAFE RightsTech Lounge Welcome & Introductions Paul Sweeting, CEO, Concurrent Media / Editor & Co-Chair, RightsTech
9:40am – 10:10am	OPENING PRESENTATIONS THE FUTURE OF GAMES, ESPORTS AND VR/AR Visionary presentations on the future of Games, eSports and VR/AR. <ul style="list-style-type: none"> • The State of the Games Market: All the insights, data, and trends. <i>Valued at \$104 billion this year, video games are now a mature entertainment market. The popularization of new distribution channels (digital console, downloadable PC), new devices (mobile, VR), and new revenue models (free-to-play) have grown and fundamentally changed the games industry. In this 10-minute talk you will learn everything you need to know about what's happening in the games market today.</i> <u>Presenter:</u> Joost van Dreunen, Co-Founder & CEO, SuperData Research • The Future of VR/AR <u>Presenters:</u> Dan Porter, Head of Digital, WME-IMG Jeffrey Greller, Virtual Reality, WME-IMG • The Future of eSports <u>Presenter:</u> Mike Sepso, SVP, Activision Blizzard 	Building the Master List Presentation: Building the Master List: Towards a Comprehensive Database of Rights and Assets Presenters: Jesse Walden, Mediachain Christopher Harrison, SiriusXM <u>Moderator:</u> Michael Terpin, Transform Group
10:10am -10:50am	VIEW FROM THE TOP: Digital Games Leadership Roundtable Industry leaders discuss the current state of the game industry as the business continues its transition towards a digital future. What does it take to make a successful game these days across platforms? What emerging gaming platforms will be the most important in the years to come? How do you acquire and retain users and make money in this more and more complicated gaming universe with new digital platforms competing for the time and pocketbooks of consumers? PANELISTS Shanti Bergel, SVP, Business & Corporate Development, GREE Chris Petrovic, SVP, Corporate & Business Development, Zynga Jon Radoff, CEO, Disruptor Beam Kent Wakeford, COO, Kabam <u>Moderator:</u> Eric Goldberg, Managing Director, Crossover Technologies	Presentation: By the Numbers: The Importance of Unique Identifiers Presenters: Michael Shanley, Music Reports
10:50am– 11:15am	FIRESIDE CHAT WITH ROVIO ENTERTAINMENT Mikko Setälä, Chief Corporate Development Officer, Rovio Entertainment <u>Interviewed by:</u> Mike Vorhaus, President, Magid Advisors	Presentation: Signed, Sealed, Delivered, It's Yours: Certifying Ownership Presenters: Kevin McCoy, Monegraph
11:15am – 11:45am	MORNING BREAK	Panel Discussion: To Market: How Machine Readable Rights Data can Enable Commerce Panelists Christopher Harrison, SiriusXM

	EVENTS HALL	CAFE	SAFRA
11:45am – 12:15pm	<p>VR/AR FOR GAMES AND ENTERTAINMENT This panel of VR and AR leaders will discuss the latest developments for games and entertainment. The panel will focus on what is available in the market today. What are the available apps, content, devices, and head gear? What is the current state of consumer adoption?</p> <p>PANELISTS Chris Donahue, Senior Director, Alliances, AMD Christine Lee, Vice President, Global Business Development, Immersv VR Jeff Gomez, CEO, Starlight Runner Moderator: Sophia Dominguez, CEO & Co-founder, SVRF</p>	<p>MONETIZING GAMES THROUGH FREE TO PLAY This panel will discuss free to play and freemium models for games. What works? What doesn't? What's the right mix in deploying free to play?</p> <p>PANELISTS Jeff Birnbaum, Head of Gaming Partnerships, Google Bill Grosso, CEO & Founder, Scientific Revenue Dave Bisceglia, Co-Founder & CEO, The Tap Lab David Walls, Founder & President, Funkitron, Inc. Albert Reed, Co-Founder & CEO, Demiurge Studios Moderator: Josh Burns, Gaming Industry Consultant</p>	<p>Lightning Talks, Startup Pitches & Demos(5 Min Each)</p> <p>PRESENTERS</p> <p>11:45pm - 11:50pm How to Create the Next Killer App with Design The App Store is set to reach a motherload of 5 million apps by 2020, and competition is fierce. Getting users to download your app and keep returning is no easy feat, but with the right tricks up your sleeve, it can be done. Creator of chart-topping mobile game Trivia Crack, which surpassed 200 million downloads worldwide last year, Maximo Cavazzani will share his secrets for designing a smash hit. He will offer four design tips for your app that will ensure users love playing with your creation, and will tell their friends and family to use the app too. Here's a hint: make sure it passes the smile test, use it every day, embrace aesthetics and never let it crash. Presenter: Maximo Cavazzani, CEO and Founder, Etermax</p> <p>11:52pm - 11:57pm Fostering Innovation in Mobile Gaming via Publishing Partnerships Mr. Merkatz will discuss how Tapinator attempts to scale creativity and innovation through publishing, acquisition and co-development partnerships with small independent developers. Mr. Merkatz will provide case studies of his Company's approach that include the evolution of one such partnership from inception through multiple successful game launches, and culminating with Tapinator's upcoming launch of the ROCKY MOBILE GAME in conjunction with MGM. Presenter: Andrew Merkatz, President, Tapinator</p> <p>11:59am - 12:04pm Topps Trading Cards – Growing a Physical Brand to the Digital World Presenter: Jeremy Strauser, Vice President & General Manager, Digital Apps, The Topps Company</p> <p>12:06pm - 12:11pm Taking eSports to the Major Leagues Major League viewers don't necessarily play baseball. The game industry has been, until now, on a steady trajectory focused on offering the best interactive experiences for PLAYERS as technology has improved and business models have evolved. How can game makers unlock massive revenue potential from video game VIEWERS? Genvid co-founder Christopher Cataldi</p>

			will highlight how eSports sits at the intersection of modern-day innovations in content, technology and business model and has the potential to truly disrupt the industry. <u>Presenter:</u> Christopher Cataldi, Co-Founder & COO, Genvid Technologies
12:20pm – 12:50pm	<p>CREATIVITY RULES: MAKING SUCCESSFUL GAMES FOR MOBILE PLATFORMS</p> <p>This panel will discuss how to make a successful game for iOS, Android and emerging mobile platforms. How important is creativity? What are the the metrics that matter when judging product success?</p> <p>PANELISTS Bil Mooney, Chief Product Officer, Skillz Tom Rassweiler, VP, Games, Arkadium Margaret Wallace, CEO, Playmatics <u>Moderator:</u> Nanea Reeves, President & COO, TextPlus</p>	<p>THE OPPORTUNITY OF ESPORTS FOR BRANDS, AGENCIES & MARKETERS</p> <p>This panel will discuss best of brand activations of eSports teams, leagues, competitive gamers and streamers. What is the opportunity for brands, agencies and marketers?</p> <p>PANELISTS Paul Brewer, VP, Partnership Sales, ESL Marc McEwan, VP, Client Services, RedPeg Marketing Andy Swanson, VP, eSports & Events, Twitich <u>Moderator:</u> Manny Anekal, Founder, The Next Level</p>	<p>ONSTAGE MEETUP & UNCONFERENCE SESSION</p> <p>This is a spontaneous session held on the stage in Safra Auditorium. Come with your ideas, pitches and anything else you'd like to discuss about innovation in games and VR/AR.</p>

12:50pm - 2:00pm	<p>LUNCH BREAK LEADERS IN GAMES LUNCH (INVITE-ONLY)</p>		
2:00pm – 2:30pm	<p>EVENTS HALL</p> <p>FIRESIDE CHAT WITH ELEAGUE Christina Alejandre, General Manager & Vice President, eSports, ELEAGUE <u>Interviewed by:</u> Harold Goldberg, Founder & Editor in Chief, New York Videogame Critics Circle</p>		

	EVENTS HALL	CAFE	SAFRA
2:45pm – 3:15pm	<p>INVESTING IN VR/AR FOR ENTERTAINMENT & GAMES</p> <p>In 2015 investors poured over \$602 million into 119 Virtual Reality (VR) deals around the world and more consumer products hit the market this year. 2016 was described by Juniper Research as virtual reality's watershed year giving investors the opportunity to invest in the rise of VR in both the public and private markets. This panel will discuss the opportunities and risks in investing in this massive new market for entertainment and games.</p> <p>PANELISTS Bryan Biniak, Entrepreneur-In-Residence, Nokia Growth Partners T. Hale Boggs, Partner, Corporate/Finance, Capital Markets and Venture Capital, Manatt Tim Chang, Managing Director, Mayfield Fund Matthew Wang, Managing Director & Deputy COO, Evercore</p>	<p>THE POWER OF INFLUENCE: INFLUENCER MARKETING & USER ACQUISITION</p> <p>This panel will discuss how games companies are using influencer marketing for user acquisition of mobile games. Topics include how to find the right influencer mix for your game, the deals being done, and strategies for success?</p> <p>PANELISTS Tom Buontempo, President, KBS' Attention Francisco "The GameHuntah" Albornoz Marco Mereu, General Manager, Roostr, Chartboost Roman Khaves, Founder, SocialReach.ly <u>Moderator:</u> Eric Zimmerman Independent Game Designer & Arts Professor, NYU Game Center</p>	<p>ESPORTS: INTEGRATED SPONSORSHIPS WORKING GROUP</p> <p>This is a working session identifying obstacles and leverage proven sports marketing solutions. Attendees of this session will have the opportunity to participate in the discussion about the most important obstacles being faced by marketers, agencies and media sellers to assemble the complex variety of components required to pull off a successful integrated sponsorship opportunity. Topics to be covered include working with acceptable data metrics in a rapidly changing environment where standardized cross-media metrics and measurement have not been fully adopted, establishing realistic time frames for getting from concept to delivery and implementation, and generating revenue against eSports with major marketers and the media companies and agencies working on their behalf.</p> <p>GROUP PARTICIPANTS Seth Ladetsky, SVP of Sales, Turner Sports Andy Swanson, VP, eSports Evangelist, Twitich</p>

	<p>Jeremy Welt, President, Invisible Robot <u>Moderator:</u> Joost van Dreunen, Co-Founder & CEO, SuperData Research</p>		<p>Chris Pizzurro, Head of Business Development, Sales & Marketing, Canoe <u>Moderator:</u> Stuart Lipson Executive Director, eSports Ad Bureau</p>
3:30pm - 4:15pm	<p>BRANDS & INNOVATION</p> <p>Fireside Chat (15 min) Innovation in Storytelling John Millitello, Director of Marketing, Volvo Cars USA <u>Interviewed by:</u> Darren Moran, Head of Innovation @ Grey New York</p> <p>Fireside Chat (15 min) Innovation in Brand Marketing Sam Olstein, Global Innovation Director, GE <u>Interviewed by:</u> David Berkowitz, Principal, Serial Marketer</p> <p>Fireside Chat (15 min) Breaking Brands Daniel Binns, Managing Director NYC & SF, Interbrand <u>Interviewed by:</u> Colin Gillis, Technology Analyst & Director of Research, BGC Partners</p>	<p>DIVERSITY IN GAMES This panel will highlight the programs, strategies and initiatives that have been successfully launched by industry leaders around the world to help expand diversity in the gaming industry.</p> <p>PANELISTS Kyra Reppen, CEO, Katapult Susanna Pollack, President, Games for Change Shawn Allen Alexander, Founder & Game Designer, NuChallenger <u>Moderator:</u> Jillian Mood, Partner & Member Manager, IGDA</p>	<p>ONSTAGE MEETUP & UNCONFERENCE SESSION This is a spontaneous session held on the stage in Safra Auditorium. Come with your ideas, pitches and anything else you'd like to discuss about innovation in games and VR/AR.</p>

4:15pm – 4:45pm	AFTERNOON BREAK
4:45pm – 5:15pm	<p>EVENTS HALL</p> <p>VIEW FROM THE TOP: VR/AR Leadership Roundtable VR/AR experts discuss the current state of VR/AR, consumer adoption and what it means for the games and media business.</p> <p>PANELISTS Chris Donahue, Sr. Director, Alliances, AMD Marcie Jastrow, SVP Immersive Media, Head of Technicolor Experience Center, Technicolor Aaron Luber, Head of Content Partnerships, Google VR Team Tony Mugavero, Founder & CEO, Littlistar <u>Moderator:</u> Mike Vorhaus, President, Magid Advisors</p>
5:15pm – 5:45pm	<p>EVENTS HALL</p> <p>FIRESIDE CHAT W/NEW YORK VIDEOGAME CRITICS CIRCLE <i>Host Harold Goldberg and members of The New York Videogame Critics Circle discuss current trends in games from Pokemon Go to VR along with the current state of games and games business.</i></p> <p>PANELISTS Dan Ackerman, Section Editor, CNET Christopher Byrd, Lead Video Game Critic, The Washington Post Sara Clemens, Editor-in-Chief, Videodame Sherri Smith, Senior Staff Writer, Purch <u>Moderator:</u> Harold Goldberg, Founder & Editor in Chief, New York Videogame Critics Circle</p>
6:30pm – 8:30pm	<p>NYME OPEN HOUSES These are invite-only events. You must be on the guest list to attend.</p> <p>IRIS.TV OPEN HOUSE <i>Invite-only (RSVP required)</i> Come have a drink with the Iris.TV team and NY Media Fest attendees.</p> <p>AMPER MUSIC LAUNCH PARTY</p>

	<p><i>Invite-only (RSVP required)</i> <i>Experience your personal Artificial Intelligence music composer and the next frontier of video content creation. Join Amper in celebrating their launch with industry thought leaders over drinks and hors d'oeuvres on top of NYC.</i></p>
6:30pm – 8:30pm	<p>DIGITAL INFLUENCERS DINNER Hosted by Wattpad This is an invite-only event. You must be on the guest list to attend.</p>

SEPTEMBER 29, 2016
FUTURE OF TELEVISION & VR/INNOVATION SUMMIT

9:30am – 9:40am	EVENTS HALL WELCOME & INTRODUCTORY REMARKS Ned Sherman, CEO & Publisher, Digital Media Wire Al Lieberman, Professor of Marketing Entrepreneurship and Innovation & Executive Director of Entertainment, Media and Technology Program, NYU's Stern School of Business
9:40am – 10:00am	OPENING PRESENTATIONS THE FUTURE OF TELEVISION, VR/AR AND MARKETING Visionary presentations on the future of Television, VR/AR and Marketing. <ul style="list-style-type: none"> Field Trip to Mars - Lessons in Rethinking VR Outside the Headset <i>Do we need to redefine how marketers think about VR in order for it to be a viable creative solution for brands? That's one of the questions McCann and Oscar-winning Framestore asked themselves when embarking on the first-ever "shared" VR experience for Lockheed Martin. In this discussion, the three will address current misconceptions about VR's possibilities (including it's 3D, singular nature) and how marketers can overcome them by considering technologies that already exist and applying them in a smart and unusual way. They'll use their "Field Trip to Mars" project as an example, discussing how they used the same game-engine technology that is typically used in a VR headset experience to create the first-ever in-vehicle VR experience of its kind - one that transported a group of kids to Mars and made them feel as though they were driving across the planet with every real turn and movement of a school bus.</i> <u>Presenter:</u> Alexander Rea, Head of Creative Technology, Framestore The Future of Content Marketing Playboy Enterprises' Chief Digital Officer and Chief Revenue Officer, Phillip Morelock, will discuss how Playboy's highly engaged social media platforms have become an engine to drive audience for every division of the company – print, digital, advertising and licensing. He will discuss how Playboy, who disrupted its own story with a radical redesign of its flagship magazine earlier this year, helped inspire brands like Sailor Jerry and Blackheart to tell their own stories within the company's media properties and events. <u>Presenter:</u> Phillip Morelock, Chief Digital Officer, Playboy
10:00am– 10:20am	KEYNOTE CONVERSATION Eric Berger, EVP, Digital Networks, Sony Pictures Television & General Manager, Crackle <u>Interviewed by:</u> Joan Solsman, Senior Writer, Digital Media, CNET
10:20am -11:00am	VIEW FROM THE TOP: The Future of Television This panel of top decision-makers in the television, online video, advertising and technology industries discuss where America's favorite medium is heading in terms of content and new digital distribution models and platforms. How do you engage, empower, connect and monetize audiences across platforms? How do the networks maintain their unparalleled national reach while at the same time capturing more desirable demographics and better measurable advertising results? <p>PANELISTS Ira Rubenstein, Senior Vice President & General Manager, Digital & Marketing, PBS Christy Tanner, Senior Vice President & General Manager, CBS News Digital Joan Gillman, Executive Vice President & Chief Operating Officer, Media Services, Time Warner Cable Keith Hindle, CEO, Digital & Branded Entertainment, FremantleMedia Doug Ray, CEO, Carat USA <u>Moderator:</u> Sahil Patel, Reporter, Video, Digiday</p>
11:15am – 11:45am	MORNING BREAK

	EVENTS HALL	CAFE	SAFRA
11:45am – 12:15pm	ADVANCED ADVERTISING: THE PROMISE & OPPORTUNITY Advertisers today are increasingly demanding targeting, tracking and measurement across platforms–TV, PC, mobile, and out-of-home– and expecting demonstrable ROI on their ad spends that goes beyond awareness to consumer	VIRTUAL AND AUGMENTED REALITY FOR VIDEO AND ENTERTAINMENT This panel of VR and AR leaders will discuss the latest developments for video and entertainment. The panel will focus on what is available in the market today. What are the available apps, content, devices, and head	Lightning Talks, Startup Pitches & Demos (5 Min Each) PRESENTERS 11:45am - 11:50am Why Innovation Labs Fail Many people misunderstand the purpose of an innovation lab,

engagement and even direct sales. This panel will discuss the suite of benefits that brands are coming to expect from dynamic targeting, precise real-time metrics, contextual creative delivery and seamless sponsorship integration. How do analytics compare across systems without a common currency? Who owns the data and how is it packaged? How is media buying changing?

PANELISTS

James Shears, General Manager, **The Trade Desk**
Ashley J. Swartz, Founder & CEO, **Furious-Corp**
Jonathan Bokor SVP, Director of Advanced Media, **MediaVest**
David Gaines, Chief Planning Officer, **Maxus Americas**
Moderator: Robert Bardunias, CRO & Co-Founder, **IRIS.TV**

gear? What is the current state of consumer adoption?

PANELISTS

Alexander Rea, Head of Creative Technology, **Framestore**
Ben Priddy, Creative Director, Tech., **Tool**
Rich Flier, Managing Director, Business Development, **Digital Domain**
Moderator: Brian Seth Hurst, Chief Storyteller & Co-Founder, **StoryTech**

thinking it is merely a test kitchen where success and failure is self-evident. This misperception is the reason so many innovation labs fail. Leaders shouldn't be focusing on the physical output of the lab; its true ROI is in the people driving the testing, the products being tested, and the testing process itself. Innovation labs can be used to solve everyday business problems, not just far-out imaginations, and successes are often small discoveries that serve your business along the way. Maximizing the value of an innovation lab requires leaders to: 1) ensure the right people are in place with the mindset that their primary purpose is testing and discovery, 2) strike a balance between short-term and long-term goals to produce an immediate, tangible impact, and 3) measure, measure, measure to promote accountability and future investment.
Presenter: Justin Tobin, Founder & President, **DDG**

11:52am - 11:57am

Video marketing: where software meets storytelling

Video will soon be the dominant medium for creative expression, marketing and communications. Hear valuable tips on elevating your brand through video, with inspiring examples from the best of the Vimeo community. From creative conception and video production to lead generation, conversion and analytics, this lightning talk will demo powerful marketing tools to bring your brand's story to life.
Presenter: Anjali Sud, General Manager, Creator Platform, **Vimeo**

11:59am - 12:04pm

Interactive Branded Content

Should branded content be interactive? If one wants to up the level of user engagement the answer is obvious. Is there a possibility of aggravating the viewer with unnecessary gimmicks? Definitely. There's a reason people want to watch a movie laid back on the couch, absorbed in the story, not willing to lift a finger. On the other end of the spectrum there is a big percent of gamers skipping video intros to get straight to the gameplay, not willing to waste time on character development. Interactive branded content has to consider both of these scenarios and provide the story and form that would be interesting to watch and simultaneously interact with. Let's see if there's a way to achieve that.
Presenter: Misha Koroteev, Creative Director, **VGNC**

			<p>12:06pm - 12:11pm Machine Learning, Hyper-personalization, and a New Era of Video Discovery The growth of OTT and surplus of videos has created a new challenge for audiences: finding something good to watch among the content abyss. MightyTV has solved these challenges by creating a new front door to discovery that uses machine learning to hyper-personalize choices so you can find more of what you'll want to watch across all your favorite services. This session will look at trends towards personalization, OTT service usage, and what we've learned across our platform from user choices that will finally bring customized recommendations to the next level. <u>Presenter:</u> Brian Adams, CEO & Co-Founder, MightyTV</p> <p>12:13pm - 12:18pm Kin: Helping Women Make Their Way Home Michael Wayne, CEO & Co-Founder, Kin Community</p>
<p>12:20pm – 12:50pm</p>	<p>THE FUTURE OF OTT: CONSUMER ADOPTION AND EXPERIENCES This panel of experts in Over-the-Top (OTT) video distribution will discuss consumer adoption and the experiences that will drive the future. What changes are expected? What does the future hold for consumer OTT experiences?</p> <p>PANELISTS Angela Northington, General Manager, Urban Movie Channel Nathan Guetta, VP Product & Technology, Conde Nast Entertainment Roger Keating, SVP, Digital Media, Hearst Television Tony Emerson, Managing Director, Worldwide Media and Cable, Microsoft G.O. Burton, SVP, Distribution & Partnerships, OWNZONES Media Network <u>Moderator:</u> Scott R. Singer, Author & Managing Director, DDG</p>	<p>THE FUTURE OF CONTENT MARKETING As brands continue to transition away from traditional advertising to digital marketing strategies, effective content has become essential to building and maintaining a loyal consumer base. Today, more than ever, brands need to produce engaging, shareable content to connect with consumers and stay at the top of their industry. This panel will provide examples of how brands are creating engaging content and building social community and the impact on customer relationships and brand loyalty.</p> <p>PANELISTS Zach Blume, Managing Partner, Portal A James DeJulio, Co-Founder, President, & Chief Creative Officer, Tongal Jared Pearlman, VP, Branded Content, United Entertainment Group Jeremiah Rosen, Partner & Managing Director, Reason2Be Alison Hoffman, CMO, Starz <u>Moderator:</u> Phil Alberstat, Chief Operating Officer, Contend</p>	<p>ONSTAGE MEETUP & UNCONFERENCE SESSION This is a spontaneous session held on the stage in Safra Auditorium. Come with your ideas, pitches and anything else you'd like to discuss about innovation in television, video, movies and VR/AR.</p>
<p>12:50pm - 2:00pm</p>	<p>LUNCH BREAK LEADERS IN TELEVISION/VIDEO LUNCH (INVITE-ONLY)</p>		
<p>2:00pm – 2:30pm</p>	<p>EVENTS HALL FIRESIDE CHAT</p>		

Bob Gruters, US Group Lead, Entertainment, and Multicultural, **Facebook**
 Interviewed by: Alexandra Shapiro, EVP, Marketing & Digital, Entertainment Networks, **NBCUniversal**

	EVENTS HALL	CAFE	SAFRA
2:45pm – 3:15pm	<p>THE FUTURE OF NEXT GEN OTT AND MONETIZATION This panel of experts in Over-the-Top (OTT) video monetization will discuss monetization strategies and techniques. What's working and what not? What are the best strategies for monetizing video content in the OTT ecosystem.</p> <p>PANELISTS Jason Williams, Director of Product and Growth, Plex Pamela Nguyen, Ad Operations Manager, DramaFever Andrea Clarke-Hall, Director of Business Development, Tubi TV Sam Toles, Head of Global Content Acquisitions and Distributions, Vimeo <u>Moderator:</u> Rick Howe, The iTV Doctor</p>	<p>SHOOTING FOR THE TOP: MAKING GREAT ORIGINAL DIGITAL VIDEO When it comes to TV awards, digital may be the new cable with Netflix and Amazon taking home big awards at the Emmys and other awards shows. Moreover, audiences are becoming agnostic as to which screen or service they use to view video content. This panel will discuss the shift, dollars and talent being directed at creating great original content for digital platforms. What are the strategies for success in original digital video?</p> <p>PANELISTS Jesse Redniss, Co-Founder, BRaVe Ventures Ryan P. Hall, Head of Development, Rooster Teeth Thao Hoang, SVP, Business Development, Defy Media Ashley Kaplan, Head of Content, Fullscreen <u>Moderator:</u> JC Cangilla, SVP Business Development, New Form Digital</p>	<p>Lightning Talks, Startup Pitches & Demos (5 Min Each)</p> <p>2:45pm - 2:50pm Video data and insights for today's media companies and publishers David Dowd, VP of Customer Growth, Tubular Labs</p> <p>2:52pm - 2:57pm Mario and Fafa (Damien Eckhardt-Jacobi and Vincent Bova), Glove and Boots</p> <p>2:59pm - 3:04pm What is Native Advertising & Content Marketing and Why Should I Care? Mara Einstein, Professor of Media Studies and Marketing, Queens College</p> <p>3:06pm - 3:11pm Building Conversational UI for Television What's Next After Siri, Alexa and Ok Google? So far most bot's and voice UI have not truly offered a conversation UI, but been mostly focused on command-and-control e.g. "Tune to NBC" or "Show free action movies". With the latest developments in natural language processing and machine learning we can now start building truly conversational UI, where the user can get help with their needs and problems through a conversation with a bot. The big question is how do we develop these conversational UI's so user feel they are truly personalized, smart and helpful enough to continue the conversation with these bots and get real value? Product innovator, Christian O. Petersen, who's team at Comcast Silicon Valley Innovation Center is working on helping users decided what to watch tonight. Will take us through some of challenges and learnings of making bots that behave like a human, but think like a computer. <u>Presenter:</u> Christian O. Petersen, Director of Product, Personalization and Personal Media, Comcast Silicon Valley Innovation Center</p>
3:30pm - 4:00pm	<p>BUYING AND SELLING OF CROSS-PLATFORM VIDEO ADVERTISING This panel will consist experts from TV network sales, ad agencies buyers, platform companies, and measurement companies, discussing the successes and challenges of cross-media video</p>	<p>INFLUENCER MARKETING: ALIGNING BRANDS WITH SOCIAL INFLUENCERS This panel of executives and representatives working with digital influencers with significant followings will discuss how they work with brands, including different strategies such as sponsored posts versus</p>	<p>ONSTAGE MEETUP & UNCONFERENCE SESSION This is a spontaneous session held on the stage in Safra Auditorium. Come with your ideas, pitches and anything else you'd like to discuss about innovation in television, video, movies and VR/AR.</p>

	<p>selling/buying including Linear TV, cable VOD, Broadband Video, and Over-the-Top Video.</p> <p>PANELISTS Dan Bruinsma, SVP, Director, Starcom David Danowski, Vice President - Pricing, Planning & Inventory Operations Management for Digital Fox Film, TV & Sports, Fox Networks Group John Collins, Director of Music, MediaStorm Domenico DiMiglio, VP, Distribution & Operations, CBS Interactive <u>Moderator:</u> Chris Pizzuro, Head of Sales & Marketing, Canoe Ventures</p>	<p>contests versus public appearances. How do brands judge the success of these campaigns in terms of engagement – likes, comments, revines, etc.? What is the future of influencer marketing?</p> <p>PANELISTS David Griffith, VP, Digital Marketing Partnerships, Food Network Cat Lincoln, CEO & Founder, Clever Girls Jeremy Simon, Director, Influencer Marketing & Partnerships Marketing, KBS' Attention Suzanne Spence, Head of Global Brand Partnerships, Wattpad <u>Moderator:</u> Natalie Zfat, Co-Founder, The Social Co.</p>	
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4:00pm – 4:45pm	AFTERNOON BREAK
4:45pm – 5:15pm	<p>EVENTS HALL</p> <p>VIEW FROM THE TOP: VR/AR Leadership Roundtable VR/AR experts discuss the current state of VR/AR, consumer adoption and what it means for the television and video business.</p> <p>PANELISTS Thom Gruhler, former Corporate Vice President, Apps & Services, Microsoft Vin Farrell, Global Chief Content Officer, Havas Worldwide Jeff Marsilio, Vice President, Global Media, NBA Rich Flier, Managing Director, Business Development, Digital Domain <u>Moderator:</u> Pete Pachal, Tech Editor, Mashable</p>
5:15pm – 5:45pm	<p>KEYNOTE CONVERSATION Martha Nelson, Global Editor-in-Chief, Yahoo <u>Interviewed by:</u> Stephanie Mehta, Deputy Editor, Vanity Fair</p>

6:30pm – 8:00pm	<p>NYME OPEN HOUSES These are invite-only event. You must be on the guest list to attend.</p> <p>Microsoft Open House <i>Invite-only (RSVP required)</i> Join Entertainment and Media Leaders at Microsoft's Times Square venue for cocktails, appetizers, and networking.</p>
8:00pm – 11:00pm	<p>NYME Closing Party @ THE DL 95 Delancey Street 8pm - 9pm - Open Bar & General Admission 9pm - 11pm - DJ & Dancing</p>