

MultiScreen Summit™

Understanding the NEW Screen Economy

MultiScreen Summit Preliminary Conference Agenda –

Wednesday, Sept 19, 2012

Event Hours: 9:00-6:30 pm

Registration & Coffee: 8:30am

8:45 am	Opening Remarks – Gary Schwartz, MEF North American Chair/CEO Impact Content Chairperson MultiScreen Summit
9:00 am	Panel Session – Form Factor Rules: Dictating the Scope and Activity on the Screen: For the past 20 years the screen was the end destination for digital content – now it has become front and center. Form factor is dictating the scope and activity on the screen. From the TV, PC through to TABs, Notes and handhelds, size matters. Digital consumers are using each screen at a different moment of the day to engage with content in a unique way prescribed by the limitation and optimization of the mobile or portable screen. No longer is the discussion about “mobile” or “digital”, it is now about understanding and optimizing content for the screen experience. Learn from leading industry visionaries who are leveraging the second screen to drive revenue and engagement. Moderator – Dan Wittmers, Founder & CEO, Mobile Leaders Alliance Panelists – Joe Olsen, President & CEO, Phenomblue; Erik Moreno, SVP of Corporate Development for Fox and Co-General Manager of Mobile Content Venture;Matty Rich; CEO, Matty Rich Entertainment & Games; TBD; Google
9:55 am	Opening Keynote Conversation - Kevin Morrow, Vice President Strategic Partnerships, Samsung Media Solutions Center America (MSCA), Dr. Yoon C. Lee, Vice President, Global Product Innovation Team, Samsung Electronics America
10:40 am	Coffee Break
11:00 am	Featured Speaker Conversation -Tim Kring, Showrunner, Touch, Heroes,Transmedia Expert and Brian Seth Hurst; CEO, Opportunity Management Company
11:25 am	Panel Session – Connecting content across the screens: curating content : How are creators and distributors utilizing more than one platform for content. As the consumer moves across their screens from the living room TV, to the lounge tablet, to the mall handheld, to the beach how can retailers and content owners best curate their content, allow for consistent messaging and optimal movement to high-ROI destinations. How can we manage content so that the consumer is not siloed into one channel but allowed to have a fluid experience across all retail and content touch points? Learn how distributors, content creators, technology services and brands are working together to create an optimized experience for their content. Confirmed Panelists: Jordan Levine, President, Alloy Digital & CEO, Generate; TBD, Fourth Wall Studios; Brad Kania, Lead Content Business Development, New Media Entertainment, Samsung Media Solutions Center America (MSCA); Rob Gelick, Senior Vice President and General Manager, Digital Platforms, CBS Interactive Entertainment
12:10 pm	Pre Lunch Featured Speaker – David Lucatch, Ortsbo and Featured Speaker
12:45 pm	Networking Lunch
1:45 pm	Panel Session – Mobile Wallets and Monetizing Screens- The battle is not only for the consumer's screens but for the consumer's wallet. There are as many mobile wallet options for the new consumer as there are screens to transact on. From Paypal to iTunes, from NFC to cloud-based credentials, who will win the battle and why? Moderator: Gary Schwartz, MEF North American Chair/CEO Impact Content Chairperson MultiScreen Summit Confirmed Panelists: Scott Gamble, Allieddata, (TBD) Head of Digital, Hot Topic, Walt Doyle, GM

	of PayPal Media Network; TBD, BOKU, Tom Purves, Visa (confirming)
2:40pm	<p>Panel Session – Monetizing an Engaging Consumer Experience for 2nd Screen Applications The 2nd screen – mobile, tablets, devices and computers – is becoming the de facto supplement to interactive TV. Cable networks are creating new ways to find and attract viewers for a multitude of services, whether it's advertising, navigation or social networking. While most of the consumers with 2nd screens are using them during the TV experience, only 1/3 of them are engaging in the show they are watching. How do we increase that percentage and keep consumers coming back for more, so using 2nd screens becomes second nature? How does a network and their app development partner approach content/programming/user experience for their audience on a 2nd screen to keep fans engaged and drive them to additional revenue opportunities? What role do the agencies have in this collaborative process and ultimately in communicating this message/medium to consumers.</p> <p>Moderator: Guy Finley, Executive Director, Second Screen Society</p>
3:40 pm	Coffee Break
3:55 pm	<p>Panel Session – Narrowcasting: The \$1 Billion Emerging Alternate Content Business-</p> <p>Moderator: Chris McGurk, Chairman & CEO, Cinedigm Digital Media</p>
4:35	Featured Presentation - Gurbaksh Chahal, Founder & CEO; Radium One
5:00 pm	Featured Panel Session – Radium One Panel Session
5:45 pm	Evening Networking Reception – Sponsored by Radium One

Thursday, September 20, 2012

Event Hours: 9:00am – 4:00pm

Registration & Coffee: 8:30am

8:45 am	Opening Remarks
9:00 am	<p>AdWeek - The Ultimate Fan Screen Experience Session – This session will focus on Fan engagement with sports, music, gaming and live events. How do content owners sustain the need for constant content.</p> <p>Moderator: James Cooper, Executive Editor, Adweek</p> <p>Panelists : Marc Jenkins, Vice President, Digital Media for NASCAR, Brandon Stander, Director of Marketing, PlayStation Network; Gary Strauss, CEO & co-founder of FanCandy, Inc</p>
9:50	Session reset
9:55 am	Day 2 Opening Keynote Address
10:35 am	<p>AdWeek – Advertising, Consumer Data and Targeting Effectively.</p> <p>Effective marketing requires the right message at the right time to the right consumer. How can we best develop a trusted data relationship with consumers allowing brands, retailers and content owners to provide targeted, timely information to the attention challenged consumer?</p> <p>Moderator: James Cooper, Executive Editor, Adweek</p> <p>Panelists: Lisa Meier, SVP West, Time Warner Cable Media; Bruce Goerlich, Chief Research Officer, Rentrak; Jay Emmet, General Manager, OpenMarket</p>
11:15	Coffee Break
11:30 am	<p>Making Customers Contactable On all Three Screens with Mobile Payments –</p> <p>Presenters: Richard Crone, CEO & Founder, Crone Consulting, LLC & Heidi Leibenguth, Consulting Partner & Research Director, Crone Consulting, LLC</p>
12:00	Session reset
12:00	<p>AdWeek - How Brands are Working With Technology Providers to Harness the Multiscreen Economy</p> <p>As consumers continue to transition viewing habits, utilizing ad skipping technology, digital downloads and online streaming, how are brands engaging with consumers beyond the 30 second TV spot?</p> <p>Moderator: IAB Chair</p> <p>Confirmed Panelists – Brian Schuster, Founder and CEO, ACTV8.me; Chris Stephenson, President, Voggle; Jason Brush, Executive Vice President of Creative, POSSIBLE; Dave Kaplan, Vice President of Bravo Media Research, NBCUniversal</p>

1:00pm	Networking Lunch – Sponsored by AdWeek
2:00 pm	AdWeek - Fireside Chat with Coleman Breland, COO of Turner Network Sales, Turner Broadcasting Systems
2:40 pm	<p>Panel Session: OTT Delivery To Bring Content to the Consumer on Any Screen: As Over-the-top content (OTT) quickly grows in consumer adoption, opportunity grows for many up-starts while operators are reacting to this major change in distribution models. The panel will discuss OTT in depth, including legal ramifications, shifts in monetization models, and the effect OTT will have on operators, MSOs and content providers. Confirmed Panelists – Chris Yewdall, CEO, DDD, Michael Pachter, Research Analyst, Wedbush Securities; Marcus Liassides, Executive Vice President, MySpace, Alki David, CEO, FilmOn, Marty Shindler, CEO, The Shindler Perspective</p>
3:30	<p>Panel Session - 3D Advertising Panel – What do you get when you add 3D and gesture control to a cinema ad campaign? You get the Samsung Galaxy S3 3D Cinema Game that launched Samsung's popular smartphone this summer. Customers can now have fun, reach out and interacting with a new product. What brand doesn't want that? NCM and Samsung will do a full case study on the biggest cinema ad buy ever, and why they used 3D as the cornerstone.</p> <p>Moderator - James Stewart, Founder / Producer / Director, Geneva Film Company</p> <p>Confirmed Panelists: Ken Venturi, Chief Creative Officer, EVP Media Interactive, NCM Media Networks; Kevin McElroy, Group Creative Director, Razorfish;</p>
4:00 pm	<p>Panel Session: Glasses-free 3D – the Tipping Point for 3D? The wide-spread adoption of 3D by consumers stalled with televisions but once people can watch glasses-free 3D on their tablets and smart phones, will that be the tipping point? As these products hit the market, will they be the key to convincing consumers that, as Vince Pace says: “everything is elevated when done in 3-D” ? (quote from NY Times article 8/12/12)</p> <p>Moderator – Michele Martell, COO, Sabella Dern Entertainment</p> <p>Confirmed Panelists – Matt Liszt, MasterImage, Marcus Gillezeau, Producer, Storm Surfers 3D</p>
4:45	Closing remarks