

# On Demand Summit

**8:00 a.m. REGISTRATION OPENS.** Continental Breakfast & Networking

**8:55 a.m. WELCOMING REMARKS:**



**LOUIS HILLELSON**  
VP/Group Publisher  
**BROADCASTING & CABLE/MULTI-CHANNEL NEWS**  
@HILLELSON

**9:00 a.m. OPENING PRESENTATION: *Laying the groundwork. Audience measurement and more.***

This special presentation offers insights to the latest analytics, and measurements for on demand, and is followed by a lively discussion that explores high level trends that are directing the industry's growth. This session will be of great interest to advertisers, media agencies, movie studios, networks, OTT providers and pay TV operators.



**JON LAFAYETTE**  
Business Editor  
**BROADCASTING & CABLE**  
@JLAFAYETTE

*Interviewer*



**BILL LIVEK**  
Vice Chairman & CEO  
**RENTRAK**  
@RENTRAK



**CATHY HETZEL**  
Corporate President  
**RENTRAK**  
@CATHYHETZEL

**9:30 a.m. MORNING KEYNOTE PRESENTATION: *Today's on demand diet: What are viewers really demanding?***

Media coverage of the Home Entertainment business often suggests that consumers will no longer purchase movies. Yet, in fact, sales are growing at a surprisingly rapid pace. In this session, you'll hear how digital convenience, accessibility and early windows are providing traditional cable operators with a great consumer value proposition.



**MARK ROBICHAUX**  
Editorial Director  
**BROADCASTING & CABLE AND MULTICHANNEL NEWS**  
@CABLECOWBOY1

*Interviewer*



**RON SANDERS**  
President  
**WARNER BROS. WORLDWIDE HOME ENTERTAINMENT DISTRIBUTION**  
Chair of DEG: The Digital Entertainment Group  
@WBHOMEENT

**10:00 a.m. THE CONSUMER ROUNDTABLE: *Enhancing the Viewer Experience of On Demand***

This session is a collective of panelists from various parts of the business -- technology, provider, marketing, programming and advertising -- who will each share their personal perspective on how the viewer's experience of on demand is improving, and how this "enhanced experience" is improving customer satisfaction, driving increased access to content, and generating incremental revenues.



**BARBARA BELLAFIORE**  
President  
**BELL COMMUNICATIONS**  
@BELLMEDIA

*Interviewer*



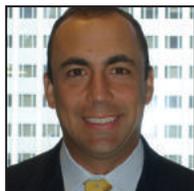
**ANTHONY DANZI**  
SVP Advertising Sales  
**TWITCH**  
@\_ATTICUS\_



**LAURA FORTNER**  
EVP, Marketing & Business Development  
**WHISTLE SPORTS**  
@LAURA\_FORTNER



**JENN MANCINI**  
VP, Sales  
**ENDEMOL BEYOND USA**  
@JENNMANCINI26



**KEVIN MCGURN**  
Head of Sales  
**FULLSCREEN**  
@KJMCURN



**JOHN SMITH**  
SVP, North American Sales  
**VUBIQUITY**  
@VUBIQUITY

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10:45 a.m. MORNING NETWORKING BREAK SPONSORED BY



11:00 a.m. CASE STUDY PRESENTATION: *What's Driving Today's On Demand Business for Traditional Providers?*

It's no secret. Cable TV has long been the primary source for most on demand content. Today's marketplace has presented consumers with many new viewing options. This special session features two of the most knowledgeable leaders in the cable TV marketplace. One will present a series of success stories about cable Pay-Per-View and VOD as strong revenue-drivers and the evolution of transactional and free video on demand. The other will address the cable industry's efforts to promote multi-platform viewing of on demand (TV Everywhere). Discover the secret behind the continued growth of on demand TV. Get the full story from this duo of esteemed leaders in the industry.



**DADE HAYES**  
Editor  
**BROADCASTING & CABLE**  
@DADEHAYES

*Interviewer*



**BOB BENYA**  
President & CEO  
**IN DEMAND**  
@INDEMAND  
@MOVIESONDEMAND



**JOHN LANSING**  
President & CEO  
**CTAM**  
@JOHNLANSING

11:30 a.m. RESEARCH PRESENTATION / KEYNOTE: *Viewing the Viewer: Looking Closely at Audience Behaviors*

This session is all about audience behavior. How are audiences relating to the changes in viewer access to on demand content? And how does this affect advertising decisions? Our guest shares recent research results and shares insights about how researchers, programmers, marketers and advertisers are addressing the challenges to audience viewing behaviors in a changing on demand environment.



**JEFF BAUMGARTNER**  
Technology editor  
**MULTICHANNEL NEWS**  
@THEBAUMINATOR

*Interviewer*



**KEVIN CONROY**  
Chief Strategy & Data  
Officer and President,  
Enterprise Development  
**UNIVISION  
COMMUNICATIONS INC.**  
@KCCONROY

12:00 p.m. NETWORKING BUFFET LUNCH SPONSORED BY



1:00 p.m. ADVERTISING ROUNDTABLE: *Personally Speaking...Targeting Advertising To On Demand Users*

On demand is proving to be an ideal way for advertisers to target consumers based on their viewing behaviors. This session offers a 360-degree perspective of advertising opportunities in 2015. This panel will discuss unique ways businesses are using advanced advertising strategies such as programmatic ad placement, addressability, and dynamic ad insertion to reach audiences with effective brand messages. This session will also address industry issues such as technology adoption, media buying habits, and platform disparity on the issue of ad-skipping.



**DANIEL PUNT**  
Managing Director  
**FTI CONSULTING**  
@DANPUNT

*Interviewer*



**JON HELLER**  
Co-Founder &  
Co-CEO  
**FREEWHEEL**  
@FREEWHEEL



**JIM KELLER**  
Vice President,  
East Coast/Mid-  
West Sales  
**HULU**  
@KELLERJAMES



**CHRIS PIZZURRO**  
Head of Product,  
Sales & Marketing  
**CANOE**  
@CHRISPIZZURRO



**SCOTT ROSENBERG**  
VP of Advertising  
**ROKU**  
@SCOTTRINNYC



**JONATHAN STEUER**  
Chief Research  
Officer and VP of Data  
Products Strategy and  
Insights  
**TIVO RESEARCH**  
@DRCHEEZIE

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## 1:45 p.m. AUDIENCE INTERACTION FORUM: *What do you think? What do you want to say?*

This session puts *you* on the panel and places the microphone in your hands. Join us for a unique opportunity to voice your opinion, ask questions and to be heard by the others in attendance. Sessions go so quickly that you, the attendee, often don't get to ask questions, or make comments. In this case, our moderator will pose 4 categories of questions to the audience similar to those topics that are being addressed by the panelists and keynoters. Seize your chance to discuss items important to you.



**MARK ROBICHAUX**  
Editorial Director  
**BROADCASTING & CABLE AND  
MULTICHANNEL NEWS**  
@CABLECOWBOY1

*Moderator*

## 2:15 p.m. PROGRAMMING ROUNDTABLE: *Is this a new golden age for on demand content?*

With so many available outlets for distributing content on demand, this appears to be a gold rush era for video production. Is this truly a new golden age of television? This panel of experienced award-winning producers, show runners and programming network executives discuss the current marketplace for content and the consumer's appetite for the variety of programming intended for a multitude of audience demos.



**R. THOMAS UMSTEAD**  
Editor  
**MULTICHANNEL  
NEWS**  
@RTUMSTEAD

*Interviewer*



**BRIAN BALTHAZAR**  
VP, PROGRAMMING AND  
DEVELOPMENT  
**HGTV, DIY NETWORK  
AND GREAT AMERICAN  
COUNTRY**  
@BRIANBALTHAZAR



**ROB BARNETT**  
Founder/CEO  
**OMNIVISION  
ENTERTAINMENT &  
MY DAMN CHANNEL**  
@DAMNROB



**ELLEN GOOSEBERG  
KENT**  
Director/Producer,  
President  
**GOLDEN EGG  
ENTERTAINMENT INC.**



**DAMON WILLIAMS**  
VP Programming &  
Strategy  
**MUSIC CHOICE**  
@DAMONWILLIAMSMC  
@MUSICCHOICE

## 3:00 p.m. AFTERNOON NETWORKING BREAK SPONSORED BY



## 3:15 p.m. AFTERNOON KEYNOTE INTERVIEW: *Expanding brand reach through TV Everywhere*

The most popular traditional network brands have expended their reach to audiences through on demand and linear digital platforms. We can all draw lessons from this session about how to focus on driving digital awareness, engagement and growth. Hear from this leading network executive about the highlights and challenges of bringing quality programming to more viewers in more places than ever before.



**JEFF  
BAUMGARTNER**  
Technology editor  
**MULTICHANNEL  
NEWS**  
@THEBAUMINATOR

*Interviewer*



**ALISON MOORE**  
General Manager and  
Executive VP of TV  
Everywhere, Content  
Distribution  
**NBCUNIVERSAL**  
@AMOORENYC

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## 3:45 p.m. ONLINE ROUNDTABLE: *So many shows. So little time – New options for serving more content to on demand viewers*

This session explores “the perfect technological storm” as the huge combined demo of “boomers”, GenXers and millennials intersect with an unprecedented era of technological advances. Young viewers are not the only ones to consume most of their video and TV everywhere through online distribution. A majority of that content is viewed “on demand.” Learn more about online influencers, password swapping, e-sports, and the brave world of online branded entertainment.



**R. THOMAS UMSTEAD**  
Editor  
**MULTICHANNEL NEWS**  
@RTUMSTEAD

*Interviewer*



**SEUNG BAK**  
CEO / Co-founder  
**DRAMA FEVER**  
@DRAMA FEVER



**DAVID FANNON**  
Executive VP  
**POPCORNFLIX**  
@POPCORNFLIXNEWS



**KATHRYN STRACHAN**  
VP Sales for the Americas  
**MOTIVE TELEVISION**  
@GETTABLETTV



**DAVID THOMSEN**  
Founder and President  
**PRIME CONTENT**  
@PRIMECONTENT



**CHRIS WAGNER**  
Executive VP  
**NEULION**  
@NEULIONIPTV

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## 4:30 p.m. CONCLUDING REMARKS

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## 4:30 – 5:30 p.m. CLOSING RECEPTION

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