

**OTT Executive Summit, June 15th, 2016 \* Marriott Marquis Times Square**

Start	End	Session	Title	Description	Moderator	Speaker 1	Speaker 2	Speaker 3	Speaker 4	Speaker 5
8:00 AM	8:45 AM	Registration and Breakfast								
8:45 AM	9:00 AM	Welcome								
9:00 AM	9:45 AM	Session #1	Skinny Bundles, Niche Content, SVOD, Cord-Cutting, and Fat Wallets; Do They Go Together?	Consumers are cord-cutting, cord-shaving, and foregoing traditional Pay TV subscription services in record numbers. At the same time, content owners and TV service providers are rushing to introduce a slate of "skinny bundles" to keep them in the fold. But does it all add up? Will consumers find the right combination of mainstream and niche content at the right price and with a good enough user experience? And will providers be able to retain and attract new subscribers without cannibalizing a business model that has been in place for decades?	Brian Mahony, Trender Research	Greg Gudorf, Pure Flix Digital	Serge Kassardjian, Google	James Brown, Revolt TV	Tony Dolph, SeaChange	Colin Petrie-Norris, Xumo
9:45 AM	10:00 AM	Morning Break								
10:00 AM	10:15 AM	Trender Chat #1	Cord-Cutting War Stories from the Consumer's Perspective.	In this Trender Chat, we'll hear straight from consumers about their experiences deciding if, when, and how to "cut the cord" from traditional Pay TV subscription services. What factors went into their decision making process? How did they implement their plan? Was it worth it?	Brian Mahony					
10:15 AM	11:00 AM	Session #2	It's Live! Sports, News, Music, and Other Real-Time Content; What and How to Deliver Live Streaming that Consumers Want and Makes Money.	Live TV has always been a special thing. It's the same with OTT, but the way it is delivered is completely different. As the OTT industry evolves beyond mostly VOD-only services, real-time linear programming is being incorporated into video streaming services in a variety of ways. Same even call "live" the silver bullet that will finally put OTT on equal footing with traditional Pay TV offerings. In this informative session, we'll hear from some industry leaders who are working to make live streaming a reality for OTT consumers.	Peter Markham, Granite Broadcasting Corporation / TMT Capital	Paul Hamm, Endavo Media	Chad Abbott, Abbscon Live	Todd Myer, OneWorld Sports	Stephen Strong, Newsy	Gabe Greenberg, GABBCON
11:00 AM	11:45 AM	Session #3	OTT on the Cutting Edge; Maintaining an Integrated UX in a World of Interactive TV, T-Commerce, AR/VR, and Enhanced UIs.	OTT opens up a world of possibilities, but it can also be a more fragmented user experience. Exacerbating the challenge is the proliferation of interactive TV technologies such as T-Commerce, AR/VR, gamification, and social media integration. While these technologies have the ability to greatly enhance the overall infotainment experience, they can become unwieldy and bewildering to consumers. What are the possibilities and limits to what OTT can do at the cutting edge?	Rick Howe, ITV Doctor	Terena Bell, TVRunway	Sefy Ariely, Viaccess-Orca	Stephen Johnson, Time Warner Cable	Adam Lowy, Dish TV/Sling	Chad Dunavant, CSG Systems
11:45 AM	12:00 PM	Spotlight Keynote	OTT Hits the Mainstream: Insights from Magid's 2016 Video Entertainment Study	In this informative mini-keynote, Magid's Andrea Hare will provide key insights from their recent 2016 Video Entertainment Study.	Andrew Hare, Magid					
12:00 PM	12:45 PM	Networking Lunch								
12:45 PM	1:30 PM	Session #4	Real-Life OTT Content Case Studies; Selecting an Audience, Producing Content, Launching Across Platforms, Monetizing, and Measurement.	In this lively discussion, we present OTT content case studies from both established television brands and emerging giants. What opportunities did each company seek to address? What actions did they take to capitalize on the opportunity in the form of new content created, audiences addressed, or distribution models. Finally, what can we learn from their experiences?	Jennifer Pirot, Pirot Media	George Blue, TV4	Roger Keating, Hearst	Don Wilcox, PBS	Brian Selander, Whistle Sports	
1:30 PM	1:45 PM	Afternoon Break								
1:45 PM	3:00 PM	Product Speedcase								
3:00 PM	3:45 PM	Session #5	OTT Video Quality of Experience; The Networks, Software, and Devices Needed to Deliver Broadcast-Like Quality to Streaming Video.	If content is king, quality is its queen. For consumers to seamlessly embrace OTT, they need to forget it's being delivered over the Internet. What does it take to make this happen? How do we combine what we know is happening in the network, with what the consumer sees on their multiplicity of devices? Can we ever get to the point that broadcast-like quality streaming is guaranteed from niche program to Super Bowl?	Steve Davi, Synacor	Jonathan Shields, Limelight Networks	Ryan Korte, Level3	Kurt Michel, IneoQuest	Pete Mastin, Cedexis	Sung Ho Choi, tuboTV
3:45 PM	4:30 PM	Session #6	Maximizing the Monetization of OTT Content and Business Models; Advertising, Subscriptions, VOD, Shoppable TV, and Branded TV, Oh My!	All of OTT is just a big science project if no one makes any money. While there are certainly many concerns about cannibalization of Pay TV subscriptions, OTT also has an amazing potential for measuring, distributing, and monetizing content in fantastic ways. In this session, our experts will discuss various OTT business models and how to give consumers the content and experience they want without giving away the store.	Jim Turner, Television Academy	Chris Allan, Vindicia	John Thompson, FLX Systems	Dennis Nugent, Vidillion	Matt Smith, Anvato	Valerie Voci, Ownzones
4:30 PM	4:45 PM	Trender Chat #2	Monetizing the Motley Crew; Demographic Drill-Down of Various Niche Content Viewers	Picking up from Session #6, we'll talk to our Trenders about how and what they are willing to pay for in an OTT world. Are there pockets of revenue that are yet undiscovered, or have the business rules been largely set?	Brian Mahony					
4:45 PM	5:30 PM	Session #7	OTT Apps and OTT Big Data: App Creation/Integration, Analytics, Content Discovery, and Recommendations	The rubber hits the road for OTT in the apps and devices used by consumers. This is the portal to the new world of content they are looking for. But how do you find these eyeballs? What apps and devices are most important and for what demographics? And is it enough to "have an app" if the consumer can't find your content? Also, on the back-end, how do you best capture and use the treasure trove of analytics data about consumers viewing habits. How can you build a feedback loop to not only "prove your audience" with advertisers, but also shape what content is produced in the first place.	Steve Harnsberger, GuideBox	Jason Richwagen, Spincast TV	Jon Gorchow, NatureVision TV	Jake Goodrich, Roku	David Weisenfeld, Tru Optik	Michael Dube, NPR
5:30 PM	5:45 PM	Awards Ceremony and Closing								
5:45 PM	7:00 PM	VIP Reception								