

# OVER THE TOP VIDEO Executive Summit

Keynote Speaker



Maz Sheikh

STARZPLAY

Times Square • New York City  
June 8, 2017

## Featured Speakers



Peter Markham



Saleem Bhatti



Adam Ostrow



Amy Young



Jake Goodrich



Jennifer Pirot



Jim Turner



Michael Finn



Brendan Canning



Brad Danks



Brad Dancer



Denise McManus



Jon Gorchow



James Brown



Jon Dakss



Tom O'Brien



Andrew Goldman



Stephen Strong



J. R. McCabe



Matt Graham



Shane Cannon



Walt Horstman



Nick Buzzell



Jason Thibeault





June 8, 2017

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# Welcome

Welcome to the 5th annual OTT Executive Summit, where we gather leaders of the industry representing content producers, broadcasters, programmers, service providers, and enabling technologies. You have been joined by 200 fellow executives, here in New York and streaming in remotely from offices around the world. Our goal here today is to discuss the major opportunities and challenges shaping the OTT industry, and to network with our peers in a collegial environment. We thank you for your time today.

It would be an understatement to say that OTT is fundamentally changing the rules of the video infotainment business. It seems every week there is an announcement of a new OTT channel, platform, or service— from both incumbent Pay TV providers and new entrants. It is almost impossible to keep up with every new development, and process what it means to you and your business. That's why we are gathered here today— to hear from the experts and learn from each other.

In addition to the executives on stage and in the audience, we are joined by a “Trender Panel”, a focus group of consumers representing different demographics. The Trender Panel's job is to keep us grounded in the reality of the everyday TV/movie viewer. At the end of the day, their adoption of our best ideas and products is what will make us successful.

In addition to the insights and connections you will gain today, three of you will go home with sparkling crystal trophies for your insightful contributions to the conversation— the “OTT Genius” trophy for first place, “OTT Hero” for second place, and “OTT Guru” for third place— and bragging rights for earning an honor awarded by a prestigious group of your peers. Also, our Gold sponsors will be competing for three trophies based on your ballots during the Product Speedcase— “Best of Show”, “Best Innovation”, and “Best ROI”.

Many of you will also be joining us for cocktails and hors d'oeuvres during the VIP Cocktail Reception, this will be a great way to end the day by networking and discussing what we learned.

I hope that you will find today a worthwhile experience. Thank you!

Sincerely,



**Brian Mahony**

CEO and Principal Analyst, Trender Research  
Founder, OTT Executive Summit & Magazine



# Logistics & Housekeeping Notes

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**Marriott Wifi:** “OTTexec” password: “Trender”

**OTT Live Streaming Player:**

<http://www.abbsonlive.com/ottexec17>

## **OTT Community:**

**OTT Executive Summit hashtag:** #OTTexec17

**OTT Executive Twitter handle:** @ottexec

**Trender Research Twitter handle:** @brianmahony

**OTT Executive Video LinkedIn group (general):**

<https://www.linkedin.com/groups/1994425>

**OTT Executive Summit LinkedIn group:**

<https://www.linkedin.com/groups/7451261>

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## **Survey:**

**OTT Executive Summit Survey:**

Located in the back of this program. Please fill out and return to check in area. We value your feedback!



# Product Speedcase / “The Game”

To make the OTT Executive Summit a bit more interactive and fun, we have gamified the proceedings. Please make sure to check the back of the program to vote for your favorites.



***Past Winners:***  
NYC 2016



***Past Winners:***  
NYC 2016

**1st Place**

**2nd Place**

**3rd Place**

“OTT Genius” — Kurt Michel, IneoQuest

“OTT Hero” — Don Wilcox, PBS

“OTT Guru” — Roger Keating, Hearst Television

**NYC 2015**

“OTT Genius” — Brian Balthazar, Scripps Networks

“OTT Hero” — Rich Antoniello, Complex

“OTT Guru” — Rick Howe, The iTV Doctor

**NYC 2014**

“OTT Genius” — Jean-Michel Planche, Witbe

“OTT Hero” — Amit Ziv, EPIX

“OTT Guru” — Steve Harnsberger,

OTT Digital Services

**Boston 2014**

“OTT Genius” — James Norman, Pilotly

“OTT Hero” — Jim Turner, Net2TV

“OTT Guru” — (Tie) Gabriel Dusil, Visual Unity;  
and Jason Thibeault, Limelight Networks



## Gold Sponsors

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Vidillion is a leading-edge provider of video delivery and advertising technology for online video distributors and over-the-top system operators. Vidillion's suite of services enables content providers to optimize monetization of their programming while allowing advertisers to precisely target connected viewers based on content, device, geography, activity history, language and context.

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Vindicia, an Amdocs company, brings enterprise-class innovation to consumer-facing subscription billing to help businesses acquire and retain more customers by making payments seamless, secure and easy. Vindicia® CashBox® and Vindicia Select™ subscription billing and customer retention solutions keep consumers connected to the subscriptions they love, and businesses connected to the revenue they need. Vindicia's trusted SaaS-based platform increases recurring revenue and reduces customer churn. The company has processed over \$21 billion globally for its clients, providing them with more than \$90 million in annual incremental revenue. Clients include BBC, Lionsgate, Comic-Con International, TransUnion Interactive, Allrecipes, IAC, Vimeo, and Texture.

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Endavo Digital Network is a new breed of multichannel network (MCN) that leverages Endavo's industry-leading OTT platform and market know-how. Our platform efficiently powers digital content management, channel activation, multiscreen distribution and various OTT models. We partner with serious digital content creators to help build digital communities by providing go-to-market services and integrated marketing and engagement tools. Joining Endavo Digital Network gets creators launched with extremely low start-up costs and monthly expense. We help grow OTT distribution and creators get to keep the lion's share of revenues generated. Our ideal partners are professional or pro-am content creators who are ready for OTT distribution: premium, super-high affinity with a target fan base, and committed to SVOD or sponsored distribution. During OTT Exec Summit, we are highlighting our first creator network, FOOTPRINT.

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Intelivideo helps businesses and videopreneurs of any size to capitalize on the explosive growth in Video On Demand (VOD) and Subscription Video On Demand (SVOD). Since 2013, Intelivideo, through its robust platform has helped companies build and grow profitable businesses by providing the information and technology necessary to sell and distribute video. The Intelivideo platform includes digital storefronts, a video and content delivery engine, SVOD specific functionality, and a complete suite of apps designed to deliver video content securely across any device. See more at [www.intelivideo.com](http://www.intelivideo.com), or follow us on Facebook or Twitter @Intelivideo.

## Gold Sponsors (continued)

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Your event, streaming online! Abbson Live partners with your team to provide top marketing and video professionals that will help bring the world to your event, all with no work for you. Abbson Live is the choice of top brands across the country trying to develop and implement live video marketing strategies. From planning to filming and broadcasting, Abbson Live has all the experience necessary to position your brand as an industry leader in connecting with customers through video.

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Vimond Media Solutions ([www.vimond.com](http://www.vimond.com)) develops and markets modular, interoperable and custom OTT solutions for the new world of TV. Established in 2011, with headquarters in Bergen, Norway, and offices around the world - New York, Dubai, Sydney - Vimond powers services from world-leading online TV brands, such as Comcast, Thomson Reuters, TV 2, TV.AE, iflix, and top broadcasters and service providers globally. Vimond helps these companies adapt and grow a rapidly changing digital audience by providing unique technology and expertise.

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## Silver Sponsors

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Elemental Technologies, an Amazon Web Services company, empowers media companies to deliver premium video experiences to consumers. As the leader in software-defined video solutions, Elemental powers video infrastructure for top-tier media franchises worldwide and helps pay TV operators, content programmers, broadcasters and enterprise customers bring video content to any screen, anytime – all at once.

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Globecomm understands video technology and mission-critical workflows for distributing thousands of hours of content across multiple platforms. Our satellite, fiber, and CDN networks are used by global broadcasters and media companies for RF and IP video transport, file transfer, IP streaming, network origination services and more. Globecomm delivers — from content production to last-mile content delivery — with absolutely zero downtime.

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Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI.



# Agenda at a Glance

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## June 8th

8:00am - 8:40am	<b>Check-In and Networking (Full) Breakfast</b>
8:40am - 8:50am	<b>Welcome</b>
8:50am - 9:30am	<b>Session 1: OTT Skinny Bundles Are Getting Fatter-- Is Pay TV Replacement Attainable?</b>
9:30am - 9:45am	<b>Morning Break</b>
9:45am - 10:00am	<b>Trender Panel Chat #1: How Do Consumers Meld Social Media and TV/Video Viewing?</b>
10:00am - 10:40am	<b>Session 2: Industry Insider Perspectives on Social TV-- Live Streaming and Social Sharing's Impact on Content Discovery, Engagement, and Monetization.</b>
10:40am - 11:20am	<b>Session 3: Optimizing the User Experience with Robust App/Device/UI/Data Integration- How to Create a Compelling Multi-Platform OTT Viewing Experience</b>
11:20am - 11:40pm	<b>Spotlight Keynote: Maaz Sheikh, CEO, Starz Play</b>
11:40pm - 1:25pm	<b>Networking Lunch</b>
12:30pm - 1:10pm	<b>Session 4: Growing Your Revenues- Best Practices for Viewer Acquisition, Subscriber Management, Analytics, Support, and Renewals in a High-Churn World</b>
1:10pm - 1:25pm	<b>Afternoon Break</b>
1:25pm - 2:05pm	<b>Session 5: OTT Video Quality— How to Deliver Broadcast Quality to Streaming Video.</b>
2:05pm - 3:00pm	<b>Product Speedcase</b>
3:00pm - 3:40pm	<b>Session 6: Current Needs and State of the Art for OTT Advertising—Programmatic, Addressable, Micro-Targeting, Audience Measurement, and Analytics</b>
3:40pm - 4:00pm	<b>Summit Keynote: Overview of the OTT ROI Model for Cable MSOs and Local MVPDs</b>
4:00pm - 4:15pm	<b>Trender Panel Chat #2: Mobile TV/Video</b>
4:15pm - 5:00pm	<b>Session 7: The Future of Content—Creation, Financing, Sourcing, Storytelling, Distribution, and Monetization in an OTT World</b>
5:00pm - 6:30pm	<b>VIP Cocktail Reception and Awards Ceremony (must have purchased a ticket or been invited please)</b>



# Detailed Agenda

## June 8th

- 8:00am - 8:40am **Check-In and Networking Breakfast**
- 8:40am - 8:50am **Welcome**
- 8:50am - 9:30am **Session 1: OTT Skinny Bundles Are Getting Fatter—Is Pay TV Replacement Attainable?**

**Moderator:** Jim Turner- Governor, Executive Officer, NY Emmys, National Academy of Television Arts & Sciences

**Speaker Panel:** Andrew Goldman- Co-Founder/Chief Strategy Officer TVtibi; NYU Tisch School; Shane Cannon- Chief Marketing Officer, VIDGO; Brad Danks-Chief Executive Officer, OUTtv; Helge Hoibraaten, CEO, Vimond Media Solutions

Session 1: By mid-2017, almost 25% of US households will have “cut the cord” (including 6% who never had it) and will no longer be paying a bill to a traditional Pay TV service provider such as a cable, fiber-to-the-home (FTTH), or satellite company. Skinny bundles started out as low-cost options for cord-cutters, or add-on content for niche demographics. But they are getting fatter, and in some cases becoming true Pay TV replacement strategies. FuboTV started out targeting the Hispanic millennial market, and later bolted on major broadcast channels to provide an almost complete offering for soccer-watching cord-cutters and cord-nevers. Many other pure-play content shops are following the same path. Adding to the mayhem, traditional Pay TV MVPDs, broadcasters, and programmers are introducing their own skinny bundles meant to attract both cord-cutters and cord-enhancers. Once positioned as “complementary” products to traditional pay-TV services, industry executives have been forced to admit that offerings such as Dish’s Sling TV and AT&T’s DirecTV Now are being marketed as “direct replacements for cable and satellite TV.” Combined with device-based OTT strategies such as Sony’s PlayStation Vue, online giants like YouTube TV, and now industry consortium-based Hulu TV, cord-cutters now have a cornucopia of options to choose from. The question is, where does this all lead? In many ways the future of the skinny, and getting fatter, bundle parallels the future prospects of the television industry as a whole. Let’s start the day by hearing from the experts where they think it’s headed.

- 9:30am - 9:45am **Morning Break**
- 10:00am - 10:15am **Trender Panel Chat #1: How Do Consumers Meld Social Media and TV/Video Viewing?**

We’ll hear from our focus group of Tenders, or everyday consumers, how they mix their social media activities with watching video. How do they behave now and how might that change in the future if their wants and needs are addressed?

- 10:00am - 10:40am **Session 2: Industry Insider Perspectives on Social TV-- Live Streaming and Social Sharing’s Impact on Content Discovery, Engagement, and Monetization.**



# Detailed Agenda

**Moderator:** Brian Mahony- Founder and President, OTT Executive Summit & Magazine

**Speaker Panel:** J.R. McCabe- Chief Digital Officer, Poker Central and eSports Productions; James Brown- EVP, Content Distribution, Revolt Media & TV; Stephen Strong-VP, Head of Revenue, Newsy- The E.W. Scripps Company; Denise McManus, General Manager/SVP of Sales, WTHTV

Session 2: As we no doubt just heard from our Trender Panel, social media and video have become intimately intertwined. Because people spend so much of their time on social media, it's only natural many of their content choices originate on social. How has the emergence of Facebook Live, Periscope, YouNow, Blab, Instagram, Twitch and other live social-broadcasting and editing platforms affected television programming, marketing and advertising? Adding to that the evolving strategies from YouTube, Twitter, Snapchat, Tumblr, Pinterest, and Reddit in the television and advertising spaces, one wonders what TV players need to do in order to survive and thrive alongside such emerging and powerful companies. And what about the role of social content mash-up MCNs such as Fullscreen and Awesomeness TV?

Advertisers and content owners are keenly aware of these trends and are trying to meld their brand promotion with a social experience that drives engagement and ultimately increases viewer satisfaction and industry profits. How should TV executives implement an integrated social strategy without making it feel forced? How can social help to attract new eyeballs for new and existing content? And on the flip side how can video enhance the experience of social communities by integrating the two most popular uses of all types of screens?

10:40am - 11:20am    **Session 3: Optimizing the User Experience with Robust App/Device/UI/Data Integration- How to Create a Compelling Multi-Platform OTT Viewing Experience**

**Moderator:** Rick Howe- The iTV Doctor

**Speaker Panel:** Jon Gorchow-CEO, NatureVision TV; Jake Goodrich- Head of Audience Development, Roku; Brendan Canning-Senior Vice President of Business Development, STADIUM; Jon Dakss-CDO, Epix

Session 3: The debate over the art and science of providing an enjoyable user experience for viewers is a perennial one. It was just a lot easier "back in the day" when it was focused on trying to tame channel surfing by providing an organized EPG. Now, the integrated UX must take into consideration the screen, the content, the app, the device, the content guide, the data, the location, and even the demographic of who is watching to determine the optimal experience. Managing this across platforms is no easy task. Emerging requirements for interactive, augmented, and virtual reality TV make it even harder. OTT service providers can't just integrate the app and device once and leave it alone. It is a constant battle to evolve, upgrade, and maintain that experience across a rapidly moving landscape to make content discoverable and keep viewers watching. And the stakes are very high for OTT since a lousy UX can kill your service even if your content is good. What are some winning strategies and frameworks to lessen the burden and increase chances for success? How does the unbundling of content into diverse sources such as vMVPDs and MCNs change how viewers navigate their "channels" and "apps"? Let's learn from our panel of industry leaders.



# Detailed Agenda

11:20am - 11:40pm **Spotlight Keynote: Maaz Sheikh, CEO, Starz Play**

In this excellent keynote, Starz Play CEO Maaz Sheikh provides a mini-case study of his company's innovative deployment in the Middle East and Europe. How did Starz Play combine the best of both traditional Pay TV and OTT into an offering that is rapidly attracting new subscribers?

11:40pm - 12:30pm **Networking Lunch**

12:30pm - 1:10pm **Session 4: Growing Your Revenues- Best Practices for Viewer Acquisition, Subscriber Management, Analytics, Support, and Renewals in a High-Churn World**

**Moderator:** Peter Markham- Chairman/Managing Partner, Granite Broadcasting Corporation/ TMT Capital  
**Speaker Panel:** Matthew Graham-General Manager, Acorn TV; Chris Allan- Regional Sales Director, Vindicia; Jake Goodrich-Head of Audience Development, Roku; Matt Given- CEO, Intelivideo

Session 4: So you've worked hard to attract an audience to your content, now what? How do you add viewers/subscribers and keep them engaged when they have so many other options to choose from? In this session we'll discuss best practices for subscriber/viewer acquisition, management, and support, using the best tools and analytics at our disposal. How do you keep them coming back? What is it about OTT that makes this process easier (or more difficult?). Our experts will share their words of wisdom and pitfalls to avoid.

1:10pm - 1:25pm **Afternoon Break**

1:25pm - 2:05pm **Session 5: OTT Video Quality—How to Deliver Broadcast Quality to Streaming Video.**

**Moderator:** Kurt Michel- Founder & CEO, MarketeK Communications  
**Speaker Panel:** Jason Thibeault- Executive Director, Streaming Video Alliance; Bryan McGuirk- Chief Commercial Officer, Globecom; Saleem Bhatti- CIO, STARZ Play; Mark Myslinski-Management Consultant, OpenVideo Consulting

Session 5: As has often been said, if content is King, then quality is Queen. Many studies have shown that viewers will abandon if video quality is poor, even if your content is desirable. "Buffer rage" is well documented. The question is, how can you deliver OTT and streaming video so viewers forget they are not watching broadcast TV? Some say this problem has largely been solved, but viewers are only getting more sophisticated, and less tolerant of a weak viewing experience. They want to watch their shows and movies on any device from anywhere. Providing a seamless and quality video experience for both "digital divas" and everyday consumers is only going to get more challenging as the percentage of video content streamed to OTT and mobile devices increases. What about bandwidth caps? To pick up a debate from last year's Summit, is it possible to "break the Internet" if



# Detailed Agenda

4K/8K TV/video massively moves to OTT delivery? But wait, OTA and soon ATSC 3.0 are here to save the day! Or are they? Finally, what role do standards have in measuring and maintaining video quality? Our experts will share tips from both the vendor and service provider perspective.

2:05pm - 3:00pm      **Product Speedcase**

“Product showcase” meets “speed-dating” in this fun, interactive demonstration experience. Who will win “Best of Show”, “Best Innovation”, and “Best ROI”? You decide.

3:00pm - 3:40pm      **Session 6: Current Needs and State of the Art for OTT Advertising—Programmatic, Addressable, Micro-Targeting, Audience Measurement, and Analytics**

**Moderator:** Michael Finn- Co-Founder, SpicyTequila Inc.

**Speaker Panel:** Thomas Engdahl- President & CEO, Vidillion, Inc.; Nick Buzzell- Chief Executive Officer, NBTV Studios; Tom O'Brien- Chief Revenue Officer; Executive Vice President, Digital Media, Nexstar Broadcasting Group; Walt Horstman- SVP/GM Analytics and Advertising, TiVo; Denise McManus, General Manager/VP of Sales, WHTV; Amy Young-Top Partner Lead, Global Partnerships, Google

Session 6: At last year’s Summit, we had a general conversation about “OTT Monetization.” This year we wanted to drill down specifically on advertising and AVOD business models and strategies. First by discussing current needs for advertisers, brands, and content owners, and then by matching it to the state of the art. The promise of OTT has always been about the greater ability to analyze, target, and measure audiences, much as is done in the digital/web world. Whole new ad trade markets and technologies are emerging. How is this changing the relationship between buyers and sellers? New advertising methods hope to enhance profits through schemes that combine ad-insertion, programmatic, audience-based buying, addressable, micro-targeting, and even shoppable TV. The goal is content that is more profitable and ads that are more relevant to viewers. What will it take to make all this innovation work without falling into the “trap of the familiar”?

3:40pm - 4:00pm      **Summit Keynote: Overview of the OTT ROI Model for Cable MSOs and Local MVPDs; Brian Mahony-Founder and President, OTT Executive Summit & Magazine**

To be able to answer the question about the wisdom and financial viability of cable TV providers transitioning to OTT, a model had to be built. Trender Research, sponsored by SeaChange International, built an OTT ROI model for small to mid-sized MVPDs/MSOs transitioning to OTT services rather than reselling traditional broadcast and programming bundles. We spent six months interviewing service providers of various sizes. Added to this primary research were a half dozen OTT projects managed by Trender Research over the past 18 months. In addition, Trender Research combed through the data from eight industry reports and sifted through the financial statements, public announcements, and consumer-facing websites of about 20 Pay TV service providers. Finally, we tapped into public data from several government agencies such as the FCC. The goal was to put together a “before and after” OTT ROI model for cable service providers. The “baseline scenario” demonstrates what is



# Detailed Agenda

expected to happen to a cable provider over five years if it does nothing. The “OTT scenario” highlights the financial impacts of migrating to OTT over time. In this mini-keynote we will highlight the results of this project.

## 4:00pm - 4:15pm **Trender Panel Chat #2: Mobile TV/Video**

More than 50% of all video content is now consumed via mobile device platforms. Let’s hear from our Trender Panel why this is the case and what to expect in the future.

## 4:15pm - 5:00pm **Session 7: The Future of Content- Creation, Financing, Sourcing, Storytelling, Distribution, and Monetization in an OTT World**

**Moderator:** Jennifer Pirot- Principal, Pirot Media

**Speaker Panel:** Chad Abbott-Managing Partner, Abbson Live!; Paul Hamm-CEO, Endavo Media; Brad Dancer-SVP, Program Planning & Research, National Geographic Partners; Tom O’Brien-Chief Revenue Officer; Executive Vice President, Digital Media, Nexstar Broadcasting Group; Adam Ostrow-Chief Strategy Officer, Mashable

Session 7: We’ve saved our flagship panel discussion until the end of the day. What does the future of content look like in an OTT world? We already know new OTT MVPDs and traditional Pay TV providers are moving towards skinny bundles. But how is the very nature of content creation, story-telling, and distribution changing along the way? Is it all about the money and ways to better negotiate content rights? Or should you be producing your own original programming (as Netflix and Amazon are doing massively) to increase stickiness and profits? Or is there something unique about the OTT business model and audience that fundamentally changes how we view the content we create and viewers consume? 67% of consumers no longer need to watch shows when they first air, instead contenting themselves with various means to catch up at a later time (source: NBCUniversal). What role then will live and linear content continue to play with OTT services? Should the way we distribute and monetize content in an OTT world change? In other words, are we doing it wrong? Our experts weigh in before we continue the discussion over cocktails during the VIP reception.

## 5:00pm - 6:30pm **VIP Cocktail Reception and Awards Ceremony**

Open bar and yummy hors d’oeuvres; networking with other execs to unwind and process everything you’ve learned throughout the day. What’s not to love?



## Keynote Speaker

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**Maaz Sheikh**  
CEO and Co-Founder  
STARZ PLAY



Maaz Sheikh brings more than 20 years' experience in media and telecom sectors, spanning technical, operational, sales & marketing functions at Fortune 100, as well as early stage technology companies operating in the US, Europe, and the Middle East.

Maaz started his professional career with Sprint Corporation, where he developed a passion for cutting edge technologies to improve consumer experience. After Sprint Corp, Maaz held consulting positions with Ernst & Young's San Francisco office where he provided technology and marketing consulting services to media and telecom companies. Maaz also held various positions in US-based technology and communications corporations including Product Manager at Concentric Network (now XO Communications), Vice President of Sales & Marketing at Virtela Communications (an NTT Communications Company) and Vice President of Worldwide Sales & Marketing at StorePerform Technologies (now JDA Software).

Maaz spent a part of his childhood growing up in Dubai and returned to the region in 2006 to join Showtime Arabia (now OSN). As Chief Sales & Operations Officer at OSN, he was responsible for regional growth, customer service and spearheading overall customer operations across the Middle East.

As CEO of STARZ PLAY, Maaz is inspiring his team to deliver a new and highly anticipated digital media platform. With its internet-savvy population, the region is a leader in adopting innovative technologies and under Maaz's leadership, STARZ PLAY is ushering in a bold new world of entertainment options.

Maaz holds a B.S. in Electrical Engineering from Oklahoma State University and an M.B.A from The University of Kansas. He currently lives in Dubai with his wife and two sons.

# Moderators



**Jim Turner**  
Governor, NY Emmys  
National Academy of  
Television Arts & Science



**Rick Howe**  
The iTV Doctor



**Peter Markham**  
Managing Partner,  
TMT Capital; Granite  
Broadcasting Corp



**Michael Finn**  
Co-Founder,  
SpicyTequila Inc.



**Kurt Michel**  
Founder & CEO,  
MarketK  
Communications



**Brian Mahony**  
Founder and President,  
OTT Executive Summit  
and Magazine



**Jennifer Pirot**  
Principal,  
Pirot Media

# Speakers



**Paul Hamm**  
CEO  
Endavo Media



**Chris Allan**  
Regional Sales Director  
Vindicia



**Jon Gorchow**  
CEO  
NatureVision TV



**J.R. McCabe**  
Chief Digital Officer  
Poker Central and  
eSports Productions



**Matt Given**  
CEO  
Intelivideo



**Matthew Graham**  
General Manager  
Acorn TV



**Shane Cannon**  
Chief Marketing Officer  
VIDGO



**Helge Høibraaten**  
CEO  
Vimond Media  
Solutions



**Jake Goodrich**  
Head of Audience  
Development  
Roku



**Stephen Strong**  
VP, Head of Revenue  
Newsy- The E.W. Scripps  
Company



**Walt Horstman**  
SVP/GM Analytics and  
Advertising  
TiVo



**James Brown**  
EVP, Content  
Distribution  
Revolt Media & TV

# Speakers



**Adam Ostrow**  
Chief Strategy Officer  
Mashable



**Amy Young**  
Top Partner Lead, Global  
Partnerships  
Google



**Chad Abbott**  
Managing Partner  
Abbson Live!



**Andrew Goldman**  
Co-Founder/Chief  
Strategy Officer  
TVtibi; NYU Tisch School



**Brad Dancer**  
SVP, Program Planning  
& Research  
National Geographic  
Partners



**Thomas Engdahl**  
President  
Vidillion, Inc.



**Brad Danks**  
Chief Executive Officer  
OUTtv



**Brendan Canning**  
Senior Vice President of  
Business Development  
Stadium



**Jon Dakss**  
CDO  
Epix



**Jason Thibeault**  
Executive Director  
Streaming Video  
Alliance



**Nick Buzzell**  
Chief Executive Officer  
NBTv Studios



**Tom O'Brien**  
EVP/Chief Revenue  
Officer  
Digital Media  
Nexstar Broadcasting  
Group

# Speakers



**Mark Myslinski**  
Management  
Consultant  
OpenVideo Consulting



**Saleem Bhatti**  
CIO  
STARZ Play



**Bryan McGuirk**  
CCO  
Globecomm Systems Inc



**Denise McManus**  
General Manager /  
SVP of Sales  
WTHTV

## Trenders



**Todd Nelson** "Dutiful Dad"

I am a 40-something busy dad of 4. I work as a real estate agent and project manager of new construction homes. My passions include football, fishing and skiing. I also love spending time at our family's summer home in Ocean Park, Maine.



**Aria C.** "Tween on the Scene"

She's in 6th grade, on the High Honor Roll in School. Plays on an AAU Softball Tournament team and Travel Basketball. She loves to watch old episodes of Friends (has seen every episode) and loved the Netflix series "Switched at Birth". She also watches the NFL, NBA and College Softball on TV. She also likes writing research projects for school and her favorite book is Fablehaven.



**Savio Clemente** "What's Next Gen-X"

Born in Goa, India I immigrated to the US at the tender age of three. I have always been feverishly curious about what makes the world go around. My travels have taken me to six of the seven continents. I enjoy toeing the line between traditional and streaming TV in the reality, serial drama, and fantasy genres. My favorite shows include The Flash, OITNB, Game of Thrones, and Top Chef.



**Eugene Idelchik** "Perennial Millennial"

I am a 27 year old male who lives in Brooklyn with my fiancé. I'm a true tv enthusiast and aficionado. I span the array of tv watching platforms ranging from cable tv to Netflix and amazon prime video. I watch countless shows religiously crossing genres such as reality tv, fiction, fantasy, sports, etc. I'm a huge fan of networks such as HBO, showtime, starz, bravo, vice, usa, amc, a&e, and mtv.



**Alicia Perez** "New Vision for Univision"

I am a second generation Spanish speaker who watches both Latin and American TV. I am sociable, and like to network and be on top of what's happening. I watch Univision, Mundo Fox, Telemicro International and Mun 2. I love movies, soap operas, variety shows, comedy, and game shows. My interests include travel, entertaining friends and family, and dancing.



**Alexandra Echeverri** "No-Tech Nana"

I am an Accountant at a construction firm. I have one child and one grandchild. As for hobbies, I like the theatre, cinema, dining out, and parks. I watch mostly the news on TV.

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