

Digital Hollywood Spring

The Digital Future has Arrived!

May 3-6, 2016

Skirball Center, 2701 N Sepulveda Blvd
Los Angeles, California 90049

Tuesday, May 3rd

10:00 AM - 11:15 AM - Live Webcast

Track I: Haas Conference Center, Room 172 & 173

Stealth VR through the Application of Neuroscience and Cognitive Psychology

Jerri Lynn Hogg, Ph.D., *Director of Media Psychology Program*, Fielding Graduate University, *Moderator*

Shane Pase, Ph.D., *Director of Technology*, Lotte Project

Pamela Rutledge, Ph.D., *Dir*, Media Psychology Research Ctr

Tunisha Singleton, *Brand Psychology and Audience*

Engagement Certificate Faculty, Fielding Graduate University

Linda Durnell, *Managing Partner*, Madison Lane Consulting in Silicon Valley

Track II: Haas Conference Center, Room 171

Indie TV – OTT and Streaming - The Gateway to the New Hollywood of Content to Phones, Tablets, TV and PC

Over-the-top-TV, Internet delivered TV has removed all barriers to the consumer viewing experience. Consumers now access content from all devices: from TV and PC to Mobile platforms. With all video, all the time, broadcasting and cable are changed forever.

Albhy Galuten, *VP, Media Technology Strategy*, Sony Network Entertainment

Michael Alexander, *Strategy & Growth Initiatives*, IBM Global Telecommunications Industry

Jennifer Cooper, *Director of Industry Strategy in Media and Entertainment*, Adobe

Nick Soares, *Chief Executive Officer*, GoDigital

Dan Goman, *Founder & CEO*, OWNZONES

David Fannon, *EVP*, Screen Media

Bruce Eisen, *founder and president*, The Law Offices of Bruce David Eisen, *Moderator*

10:45 AM - 11:45 AM, Herscher Hall, 2nd Floor, Room 202

Accelerating Education Innovation Through Media-Entertainment-Technology

Hall Davidson, *Senior Director for Global Learning Initiatives*, Discovery Education

Shirin Laor-Raz Salemnia, *Founder and CEO*, PlayWerks, Founder WhizGirlsAcademy

Don Levy, *President*, Smith Brook Farm, *Moderator*

11:30 AM - 12:30 PM - Live Webcast

Track I: Haas Conference Ctr, Room 172 & 173

Valuing and Financing Entertainment Content: Movies, Television and Online Video, From VC & Equity to Crowdfunding

Join a group of influential players in the media, entertainment and tech finance worlds for an enlightening look at growth areas in our industry. They reveal where the value and opportunities are, who's investing and where the space is headed.

Diane McGrath, *SVP*, J Streicher Capital

Schuyler M. Moore, *Partner*, Stroock

Jason Sklar, *Managing Director*, Shamrock Capital Advisors

Seth Shapiro, *Governor*, Interactive Media, The Television Academy

Larry Gerbrandt, *Managing Director*, Janas Group & principal, Media Valuation Partners, *Moderator*

Track II: Herscher Hall, 3rd Floor, Room 303-304: Live Webcast

Artificial Intelligence in SmartPhones - Film - TV - Games: From Software in Devices to AI in Movies (Ex Machina, Her, AI)

Anjalis Shastri, *Sr Dir*, Design Strategy, Mobile Group, Intel

Eyal Pfeifel, *Chief Technology Officer*, Imperson

Ari Popper, *Founder and CEO*, SciFutures

Lori H. Schwartz, *Technology Catalyst*, Content Strategist and Media Advisor, *Moderator*

12 Noon – 1:00 PM

Guerin A, in Herscher Hall: Live Webcast

Partnerships in Education - Underwriting the Future: Public/Private Investments in Media, Entertainment and Technology - The Vision, the Impact and the Long Term Result

Dr. Jacqueline Sanderlin, *Office of Special Programs*,

Community and Collaborative Partnerships, Compton Unified School District

Courtney Appell, *Coordinator*, WME Foundation

Jon P. Goodman, Ph.D., *Pioneer*, Pubic-Private Partnerships in Higher Ed; *founder*, EC2, USC and Professor

David Hankin, *CEO*, The Alfred Mann Foundation

Clint Schaff, *Professor*, *Professor*, *Online Communities/Digital Social Media Program*, USC Annenberg, *Moderator*

12 Noon – 1:00 PM - Guerin B, in Herscher Hall

The DealMaking Process: From Feature Film, Reality TV & Specials to Web Series and Indie Film Making

Adam Reed, *President*, Thinkfactory Media

Jane E. Durkee, *COO*, Tremendous! Entertainment

Robert (Leo) Rodgers, *MBA*, *Sr. VP & Label Liaison*, Bungalo Records/Universal Music Group

Allison Wallach, *President*, Jupiter Entertainment

Kevin Iwashina, *Founder & CEO*, Preferred Content

Melisse Lewis, *Entertainment Attorney*, *Moderator*

1:00 PM - 2:15 PM

Track I: Herscher Hall, 3rd Floor, Room 303-304: Live Webcast

The Power of YouTube: Unlocking the Power of Programming, Premium Content and Advertising

YouTube has officially evolved from being a massive repository of extraordinary video content to a massive repository of content channels. These channels bring viewers millions of hours of global video production and spontaneity. YouTube is re-writing the future of television.

Rebecca Donohue, *Director of Digital Content & Social Media*, Vin Di Bona Productions

John Fitzpatrick, *Producer & Talent Manager*, Studio71, ProSiebenSat.1 Group

James Creech, Co-Founder and CEO, Paladin Software
Alex Lewis, YouTube Personality, "Let's Just Be Friends"
Michael Gaston, Chief Executive Officer, Cut
Juan Bruce, CEO, Epoxy
Kelli Richards, President & CEO, The All Access Group, LLC,
 Moderator

Track III: Ahmanson Hall, Live Webcast

Unlocking Intelligence: Education within Technology and Virtual Worlds - VR-AR-Immersive

Shauna Heller, founder, Clay Park VR
Albert "Skip" Rizzo, Ph.D., Director, Medical Virtual Reality - Institute for Creative Technologies, USC
Julian Sarmiento, founder, Peekaboo VR
Mason Williams, Senior Manager, Mattel Digital Play Production, Mattel, Inc.
Brent Bushnell, co-founder, Two Bit Circus
Caroline Strzalka, EVP, Partnerships, Sandbox & Co,
 Moderator

Track III: Haas Conference Ctr, Room 172-173, Live Webcast

Live Streaming – Social Streaming – The Video Phenomenon of Everything

If you haven't noticed, every moment of every day is being captured on video and live streamed via social media. Welcome to today's media culture. Fantastic new technologies and massive networks enable this phenomenon. It's Youtube, Facebook, Instagram, it's everywhere!

Andy Swanson, VP of E-Sports and Events, Twitch
Will Keenan, President & Co-Founder, Streamup,
Gregory Stropoulos, Director, Business Development, YouNow
Caroline Lesley, producer, actor, host and entrepreneur, Parachute TV
Nick Crooks, Director, Business Operations, Fullscreen
Karen Allen, President, Karen Allen Consulting, Moderator

ThinkTank - Workshop

1:00 PM - 2:00 PM

Haas Conference Center, Room 171

Programmatic Buying and Targeting: Strategies in Cross Platform Advertising

Programmatic buying and targeting has revolutionized the relationship between advertiser, agency and platform. Automating the buying and optimization of media inventory not only streamlines the process, it substantially enhances decision making and efficiency. Welcome to a world of programmatic media.

Kiki Burton, Sr Mgr, Product Strategy, Adobe
Rich Sutton, Chief Revenue Officer, North America, Trusted Media Brands, Inc.
Lewis Rothkopf, Chief Revenue Officer, AdsNative
James Zayti, Group Dir, Hyundai Media, INNOCEAN USA
Mark Goldman, CEO and Co-founder, ZypMedia
Juan Suarez, Vice President, Xaxis West, Xaxis
Jeff Hochberg, General Manager, Enterprise Business

Development, The Trade Desk, Moderator

1:15 PM - 2:15 PM, Guerin B, in Herscher Hall The Hollywood Masterclass: TV, Film and Video - Packaging - Producing - Bundling - Distributing in a Cross-Platform World

Bill Taub, WGA Award for 101 Best Written TV Series; Instructor, UCLA Extension
Marilyn Anderson, Writer-Producer, "How to Beat a Bully," TV Writer, "FAME," "Friday the 13th - the Series,"
Darrell Miller, Partner/Chair, Entertainment Department, Fox Rothschild LLP
Brian Herskowitz, CCO, Horror Equity Fund (HEF)
Catherine Clinch, TV Writer, TV veteran, Hunter, Jake & The Fat Man, Knight Rider, Love Boat, Hart to Hart

2:30 PM - 3:30 PM

Track I: Ahmanson Hall, Live Webcast

Women in Virtual Reality and Immersive Entertainment: Experiencing New Dimensions and Creative Experience

Nancy Bennett, Chief Content Officer and Head of VR, Two Bit Circus

Ryan Pulliam, CMO, Specular Theory
Jacki Morie, Founder / Chief Scientist, All These Worlds, LLC.
Janet. H. Murray, VR Visionary, Associate Dean and Professor, Georgia Tech
Irad Eyal, President, Better VR
Tanna Frederick, Producer/actor, Defrost (VR Narrative Film)
Louisa Spring, CEO, Spring Alliance, Moderator

Track II: Herscher Hall, 3rd Floor, Room 303-304, Webcast

Programming the New 'OVN's' (Online Video Networks: the Next Generation of Niche Video

Content

The world of funky DIY Video has been replaced by professional Online Video Networks starring amazingly talented new voices and faces. The stars of OVNs may have only recently been unknown, but now they have 5 Million viewers on YouTube.

Allie Greenwald, West Coast Sales & Brand Partnerships, Fullscreen
Anthony Laysner, Head of US Content Development, Dailymotion
Valerie Voci, Chief Marketing Officer, OWNZONES Media Network
Adam Goldstein, VP, Business Development, ZEFR
Larry Laboe, President of Production, SXM
Michael Kernan, CEO, NuMedia Studios & Management
Steve Bradbury, Principal, Vlocity Digital, Moderator



Track III: Haas Conference Ctr - Room 171

Esports: The Hottest Sector in Entertainment, Monetization and Games

There's a new major sport! Gaming Superstars rule the universe of Esports. Fans fill stadiums filled with gaming heroes, excitement, noise and giant Screens. And watched on programming like Twitch, the home of live streamed gaming, boasting 100 millions viewers per month.

Andrew Schneider, *Co-Founder, Board Director*, eSports Hero
Ian Sharpe, *CEO*, Azubu

Jeff Browning, *SVP, Sales, Legends Of Gaming*, Endemol Beyond USA

Stan Press, *Managing Director, Digital and Gaming*, Magid Advisors, *Moderator*

2:30 PM - 3:30 PM, The Guerin A, Live Webcast

Investing in Diversity: The Social Impact in Higher Education

Joely Proufit, *Director California Indian Culture & Sovereignty Center*, CSU San Marcos

Henry Puente, *Associate Professor, Entertainment Studies*, CSU Fullerton

Nate Thomas, *Professor, Cinema & TV Arts*, CSU Northridge

Darnell Hunt, *Director*, UCLA Bunche Center for African American Studies

Erika Alexander, *Actress, Writer/Producer*, Activist

Chris Eyre, *Director/Producer*

Tim McNeal, *VP of Creative Talent Development & Inclusion*, Disney/ABC Television Group

Moderator: Norma Provincio Pichardo, *Executive Director*, TV Adademy Foundation

2:30 PM - 3:30 PM, Guerin B, in Herscher Hall

Crowdfunding Update: Exploring Innovation in the Crowdfunding Film-TV-Start-up Process

Stephen Y. Ma, *Partner*, Early Sullivan Wright Gizer & McRae

Bryan M. Sullivan, *Partner*, Early Sullivan Wright Gizer & McRae LLP

Samuel S. Guzik, *Founder*, GUZIK & ASSOCIATES

Marlon Schulman, *Founder and CEO*, Horror Equity Fund

Josh Amster, *Business Development Director*, StartEngine Crowdfunding

Ash Kumra, *Co-Founder*, DreamItAlive.com, Startup America California Leader, *Moderator*

ThinkTank - Workshop

2:30 PM - 3:30 PM

Haas Conference Center - Room 172 & 173: Live Webcast

Amazon Echo & Alexa – Amazon's Vision for AI & the Connected Home

Michael Francisco, *Alexa Partnerships and Business Development*, Amazon

Andrew Howlett, *Partner and Chief Digital Officer*, Rain

Ethan Grey, *Chief Strategy Officer*, Slate Studio

Brett Worthington, *General Manager for Americas and Vice President of Global Business Development*, Samsung SmartThings

3:45 PM - 5:00 PM

Track I: Haas Center - Rm 172 & 173, Webcast

Cable, TV, Film and Broadband - New Content - New Networks - Streams, Platforms, Devices

Scott Brown, *SVP Technology & Strategic Relations, Engineering & Technology*, The Nielsen Company

Amit Ziv, *VP, Business Operations, Development, and Strategy*, EPIX

Scott Barton, *SVP, Branded Digital Content and Products*, Starz

Kurt Smith, *GM, Media and Entertainment*, Digital, Infor

Adam Ware, *SVP / Head of Digital Media*, Tennis Channel

Joe Friend, *Vice President, Ad Technology Systems*, Fox Broadcasting Company

David Cutbill, *Media & Entertainment Advisory Leader*, Deloitte & Touche LLP, *Moderator*

Track II: Haas Conference Center - Room 171

Social Content, Viral Campaigns & Advertising - Driving Brand Awareness, Boosting Campaign ROI and Direct Response Initiatives

Social campaigns, as a mixture of entertainment, branding and advertising are gaining momentum and expected to top \$10 billion shortly. Analyzing and tapping social data can drive strong advertising ROI and positioning brands via Facebook and Twitter is big business.

JR Griffin, *Vice President, Digital Marketing & Business Development*, FremantleMedia North America

Maria Weaver, *SVP and head of sales of Interactive One (iOne)*, Radio One/TV One

Adam Wilensky, *Executive Director, Marketing*, Fox Digital Entertainment

Andrew Solmssen, *Managing Dir*, POSSIBLE, Los Angeles

Ty Jones, *Senior Director of Celebrity Talent Management*, WhoSay

Tania Yuki, *CEO*, Shareablee

Marc Karzen, *CEO*, RelishMIX, *Moderator*



Track III: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

VR-AR - Financing the Imagination: Funding and Business Development in Immersive Entertainment & Technology – From VCs and Kickstarter to Corporate Investments

Richard Yen, *Managing Director, Private Equity*, Saban Capital Group

Sivan Iram, *General Manager*, River Studios

Eunice Shin, *Managing Director*, Manatt Digital Media, Manatt, Phelps & Phillips, LLP

Fryd Ovcacic, *GM & Head of Business Development*, 8i Studios

Scott Lenet, *President*, Touchdown Ventures

Jon Goldman, *Venture Partner*, Greycroft Partners

Joe Michaels, *Former Sr Director, Business Development*, Microsoft, *Moderator*

3:45 PM - 5:00 PM, Guerin B in Herscher Hall

The TV/Film/Video - Developing Strategies and Partnerships - Developing Hollywood Content as Brand and Franchise

Scott Weintrob, *Director*, Top Gear (TV Series), Commercials for Audi, Ford

Brandon Schultz, *President*, Street Legends Ink

Basil Shadid, *Executive Producer of Video*, Rational Interaction

John Reding, *VP, Business Development*, Vin Di Bona Productions

Saul Goldberg, *VP, Head of Unscripted Television*, Covert Media

Kimberly King-Burns, *Partner*, convergenz/solutions, Mod.

4:00 PM - 5:00 PM, The Guerin A, Live Webcast

The University as Industry Partner: Building Entertainment Programs as a Foundation for California's Leadership in Innovation

Peter McAllister, *Dean*, College of Letters & Arts, CSU Los Angeles

Debra Valencia L. Valencia Laver, *Associate Dean*, College of Liberal Arts, Cal Poly, San Luis Obispo

Nicole Méndez Dial, *University Relations*, Dreamworks Animation

Moderator: **Dina Ibrahim**, *Director*, CSU Entertainment Industry Initiative

Additional Speakers to be announced

5:00 PM - 6:15 PM - Open to All Attendees

End-of-Day Reception – Taper Courtyard

Outdoor Area In Front of Haas Conference Center

6:15 PM – 8:30 PM, Ahmanson Hall

The Welcome Dinner Roundtable + Presentations to Honorees in Public Private University Contributions

The Entertainment Industry: The Story of Everything – from Franchise Movies and TV to Virtual Reality and Smartphones

Chris Defaria, *President Animation*, Digital Production & Visual Effects, Warner Bros.

Charles Segars, *CEO*, Ovation TV, Executive Producer, National Treasure Franchise Animation

Tammy Glover, *Production Executive*, Turner Broadcasting (Murder in the First, Full Frontal with Samantha Bee)

Ron Fischer, *Motion Capture Developer*, WETA, (Movies: Alice in Wonderland), UVS-1 (NBC/Universal)

Hamilton Brown, *Brand Marketing Executive* for Procter & Gamble (Old Spice, Tag, Gain) and Taco Bell

Paula Kupfer, *SVP*, Worldwide Promotion & Consumer Products, Lionsgate

Josh McLaughlin, *EVP*, Production, Focus Features

Rami Yanni, *SVP*, Legal Affairs, Saban Brands, LLC

Moderator, **Winston Perez**, *CEO Concept Modeling*, Consultant to NBC/Universal, Warner Bros. and Sony

Host for the Evening: **Marty Perlmutter**, *Technologist & Social Activist*

Wednesday, May 4th

7:45 AM - 9:00 AM, Breakfast Session - Live Webcast

Track I: Haas Conference Center - Room 172 & 173

Future of TV - Wall St. Analysts Meet Industry

Executives - It's All About innovation and Disruption - Chasing the New Normal in the Entertainment & Technology Industries

We are in a period of rapid if not accelerating change in the way that content of all kinds is produced, distributed and consumed. In the past, no matter the kind of content, well defined distribution windows were normal and were followed consistently by distributors. That is no longer the case. Those distribution windows and other barriers have been broken and will never be repaired or returned to what was “normal.” Companies, some new and disruptive, and others who have long been mainstream players, are searching for what might be the new normal as a means of attracting an audience to their offerings in the increasingly fragmented marketplace. The future of TV involves deep insight into both the qualitative and quantitative aspects of content production and distribution and the impact that the technology may have on the many competitive and high stakes business models in place today and anticipated for tomorrow, shaped in part by the myriad of devices and content vying for our attention as well as the potential impact of government regulation.

Stephen Beres, *VP, Media & Production Ops West Coast*, HBO

James Marsh, *SVP & Head of Investor Relations*, Lionsgate

Cathy Hetzel, *EVP, Operator Sales & Business Development*, comScore

Laura Martin, *CFA, Entertainment & Internet Analyst*, Needham & Company, LLC

Larry Namer, *President/CEO*, Metan Global Entertainment Group; *Founder*, E! Entertainment

Marty Shindler, *CEO*, The Shindler Perspective, Inc., Moderator

9:00 AM - 10:15 AM

Track I: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

The Internet, OTT, Media and the Hollywood Connection

Netflix, Amazon and YouTube have officially altered the television experience. HDMI and the Internet have broken the barrier of the Cable Bundle. In this panel we will explore the options ranging from a la carte viewing to Premium Bundles.

Evan Greenberg, *Manager of Audience Development*, TAPP

Will Marks, *VP, Business Development*, Ovation

Spencer Stephens, *Chief Technology Officer*, Sony Pictures

Erik Ramberg, *Director of Product Management* for TV & Media, Ericsson

Ian Greenblatt, *former VP, Strategy & Business Development*, ARRIS

Joseph Hopkins, *Vice President Global M&E Sales*, Verizon Digital Media Services

Bernie Laramie, *Producer*, “CSI: Crime Scene Investigation”

Steve Wong, *Director Telco & Media Sales Americas*, Siemens, Moderator

Track II: Herscher Hall, Room 202

Silicon Beach Strategies: Accelerate, Incubate, Crowdfunding, Start-ups & Angels

- Rob Freelen**, *Managing Director*, Silicon Valley Bank, LA
- Vincent Bradley**, *CEO & Co-Founder*, FlashFunders
- Tolga Onuk**, *CEO*, Thunderbolt Creative Digital Technologies
- Andres Diana**, *Managing Director*, SeedInvest Los Angeles
- Joe Guzel**, *Associate*, CrossCut Ventures
- Ash Kumra**, *Co-Founder*, Youngry.com & White House Award Winner
- Victoria Silchenko, Ph.D.**, *Chair* Global LAVA, Los Angeles Venture Association, *Moderator*

9:45 AM – 11:00 AM – The VR - AR - Immersive Track
Session II: Haas Conf Ctr - Room 172 & 173, Live Webcast

VR Design with the Mind in Mind: Presence and Reality

- Cynthia Lieberman**, *Media & Marketing Strategist*, Lieberman Communications
- Barry Sandrew**, *Founder & President/CEO*, Graffiti Video; and *Founder*, Legend3D
- Jimmy Giliberti**, *Director*, Americas Business Development, Worldvz
- Mathew Price**, *Global Director Media & Technology*, Nielsen Consumer Neuroscience
- Garry Hare, PhD**, *Fielding Graduate University*, *Moderator*

10:00 AM – 11:00 AM – The VR - AR - Immersive Track

Session I: Guerin A, Live Webcast

The VR-AR ThinkTank: Top Executives From Leading Technology and Entertainment Companies Access the Current Expansion and Likely Evolution of the Industry

From cover of Time Magazine to breakout star of CES, VR/AR have arrived and are transforming everything from entertainment and advertising to gaming and education. VR/AR are technologies that come along once a generation and capture the imagination of the world.

- Andy Cochrane**, *Interactive and New Media Director, Special Projects Lead*, Mirada
- Mark Turner**, *VP, Corporate Partnerships & Strategy*, Technicolor
- Guido Voltolina**, *Head of Presence Capture*, Nokia
- Joel Susal**, *Director*, VR/AR, Dolby Labs
- Joel Breton**, *VP, VR Content*, HTC Vive, HTC America
- Michael Yang**, *Managing Director*, Comcast Ventures
- Robert Nashak**, *COO*, Survios, *Moderator*

10:15 AM – 11:15 AM, Guerin B in Herscher Hall
Investment & Funding of Film, Indie Film and TV: from Theatrical Features to Cable Networks, Netflix and Amazon

- Fernando Szew**, *CEO*, MarVista
- Clark Peterson**, *Producer*, "Monster," "The Prophet"
- Todd Steiner**, *VP Entertainment Group*, Comerica
- Karen Tenkoff**, *Producer*, The Motorcycle Diaries, *Exec. at*

Wildwood (Spy Game, An Unfinished Life) Studio Exec., Frozen

René Bourdages, *CEO*, Elevado Media, Inc. *Moderator*

10:45 AM - Noon

Track I: Ahmanson Hall, Live Webcast

Hollywood and the Digital Consumer: How Technology, Content and Services Establish the Next Level of Consumer Entertainment Experience

For Hollywood, the opportunities around content are golden. How will the creative and technology communities respond to a fully realized on demand world of television, Internet, film and gaming? Find out as we open the door to exciting new possibilities in consumer entertainment.

- John Rubey**, *CEO*, Fathom Events
- Jonathan Perelman**, *Department Head of Digital Ventures*, ICM Partners
- David Viviano**, *Chief Economist*, SAG-AFTRA
- Rona Mercado**, *VP, Client Services*, Cashmere Agency
- Don Levy**, *President*, Smith Brook Farm, *Moderator*

Track II: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

Future of Film - Studio & Indie, Global Content Business, The Changing face of the Film Industry from Imax and Alternative Content to VR and other Immersive Experiences

As new technologies come onstream for creating and distributing content, the overall experience is changing dramatically, from the cinema experience to the ways in which we enjoy the movies at home, and increasingly and more significantly, on mobile devices. Global audiences are attracted to more immersive experiences, from the uptick that IMAX and other premium large formats have earned to massive visual effects extravaganzas, and on to the forthcoming roll out of virtual reality headsets



from high profile organizations. Production from the studios in the form of tentpole releases have and will continue to dominate the box office while independent productions continue to be created and exploited in theaters and increasingly on a wide variety of platforms, often with shorter time periods between the release windows. Alternative content in the form of concerts, such as the Met and rock concerts, fill seats on non peak days and times as the venues seek higher occupancy. On the horizon is virtual reality a technology that promises an "in your face" immersive experience. Lots of hype surrounds VR, but there is a lot of money chasing companies at all points on the content creation value chain as that medium develops.

- Robert J. Lenihan**, *President, Programming*, AMC Entertainment Inc.
- Phil Groves**, *SVP, IMAX Corp & EVP, Global Distribution*, IMAX Entertainment
- Chris Edwards**, *CEO*, THE THIRD FLOOR & CPO, VRC: The Virtual Reality Company
- Duncan Stewart**, *Director of Research*, Deloitte Canada
- Doug Darrow**, *SVP, Cinema Business Group*, Dolby Laboratories
- Marty Shindler**, *CEO*, The Shindler Perspective, *Moderator*

Track III: Haas Conference Center - Room 171

Living the Life: Women Entrepreneurs, Lifestyle Innovators and Disrupters

Susan Brazer, CEO, LionShare Media
Malinda Sanna, founder and CEO, SPARK
Valerie Alexander, author, How Women Can Succeed in the Workplace (Despite Having "Female Brains")
Cam Kashani, Godmother of Silicon Beach
Karina Karsten, CEO, Love TV
Lisa Kraynak, Founding partner, Propelle partners, Moderator

11:30 AM – 12:30 PM

Session I: Haas Ctr - Rm. 172 & 173, Webcast

VR/AR as Change Agent: Social, News, Documentary and Political Media

Molly Swenson, COO, RYOT
Nonny de la Peña, CEO Emblematic Group and Annenberg Fellow, USC School of Cinematic Arts
Lyman Missimer, Strategic Business Development, Education, Google
Kaj Larsen, Producer - Journalist - Correspondent, VICE
Phil McNally, Stereoscopic VFX Supervisor, Condition One
Steven-Charles Jaffe, COO & co-founder, Springbok Entertainment
Joey Caroni, Director of Digital Media, KCRW, Moderator

11:45 AM - 12:45 AM

Session I: The Guerin A, in Herscher Hall, Live Webcast

Virtual and Augmented Reality: The Technology that will Change Everything: Narrative Entertainment, Games, Advertising, TV and Social Media

Every Hollywood Studio and TV Network are either committed or soon will be to creating Virtual Reality studios. Whether it's making trailers for major films, producing advertising, games or creating newly imagined VR experiences for theme parks, it's happening now.

Dr. David Levitt, co-founder and CEO, Pantomime Corp.
Ted Schilowitz, Futurist and VR explorer, 20th Century FOX
James Knight, Virtual Production Director, AMD
Joe Chen, Executive Technical Producer, Vrse.works
Steve Schklair, founding principal and CEO, 3ality & 3mersiv
Shelley Midthun, Executive Director, Oregon Story Board
Shawn Gold, Corporate Mktg Officer, JustFab Inc., Moderator

12:30 PM - 1:45 PM

Track I: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

Hollywood, Internet and Media Challenge: Platforms and Convergence - Ubiquitous Broadband - Ubiquitous Content

Internet TV is now firmly positioned on equal footing with Cable and Broadcast TV. All networks, from HBO and ESPN to NBC have created Apps to push their content via the Internet. The future is ubiquitous content all the time.

Sam Notowitz, Vice President, Distribution & Content Acquisitions, Feeln (Crown Media Family Networks)

Jake Avnet, Chief Operating Officer, Indigenous Media
David A. Goldsmith, Chief Strategy Officer and Head Corporate Development, FilmOn TV Networks
Lora Y. Chen, CEO, China Media Consulting
Terry S. Bienstock, CEO, Mobilactive Media, LLC., Moderator

Track II: Haas Conference Center - Room 171

Investment, Financing & Packaging Projects: Unique Content - Unique Technology - Funding & Monetizing Properties Across Platforms

Seth M Willenson, President, Seth Willenson, Inc.
Todd Courtney, Chairman & CEO, Mammoth Ventures, Inc.
Peg Jackson, Managing Director, Mooreland Partners
Greg Akselrud, Partner, Stubbs Alderton & Markiles, LLP
Joey Tamer, President, S.O.S. Inc., Moderator

Track III: Guerin B in Herscher Hall

Women & Original Content: From Internet Video and Advertising to TV and Film

Kylie Sparks, actor/producer, "Squaresville"
Anna Prosser Robinson, Programming Manager, Twitch
Chris Murphy, SVP, Creative Lab, Studio71, Los Angeles
Maia McCann, Editor-in-Chief, LittleThings.com
Caryn Ward Ross, Actress (BET's The Game and He's Mine Not Yours)

Nika Offenbac, Executive Producer, META
Cupid Hayes, V.P. Business Development, MCMG, Communications, Distribution
Perrin Kaplan, Principal, Zebra Partners, Moderator

1:00 PM – 2:00 PM

Session I: Haas. Room 172 & 173, Webcast

Virtual Reality Transforms Entertainment and Media – TV, Sports & Music

Matt Collado, co-founder and Chief Content Officer, Littlestar
DJ Roller, co-founder, NextVR

Steven Haft, SVP Innovation, Time Inc.
Chris Thomes, Vice President, Digital Media Studios, Disney/ABC Television Group
Ted Kenney, Dir, Field and Technical Operations, Fox Sports
Marcie Jastrow, Head of Business Development, VR/AR Production Services, Technicolor
Dr. Sankar Jayaram, President and CEO, VOKE
Kurt Knutsson, CyberGuy, Author, Investor, Broadcaster, Moderator

Session II: Ahmanson Hall, Live Webcast

The Making of a Hollywood VR Narrative Experience "Defrost" - A Roundtable with the Creators

Randal Kleiser, Director, "Grease," "Blue Lagoon," "Honey I Blew Up the Kid"
Tanna Frederick, Producer/actor
Carl Weathers, Actor
Bruce Davison, Actor
Mario Kenyon, Head of Production, Furious M (VR Services)
David Bloom, Digital content production and partnerships, Deadline.com., Moderator



1:15 PM - 2:15 PM

Session I: Live Webcast, Guerin A, in Herscher Hall

Working in Hollywood: An in-depth Discussion from Human Resource Directors from the Television, Film and Technology Industries

Shannon Flynn, *Director*, Nickelodeon

Robert Ramirez, *Digital Media Producer*, Netflix

Jon Reiss, *Filmmaker/Author/Digital Strategist*

Hank Chilton, *Television Writer/Producer*, "Ash Vs. Evil Dead" on Starz, "Nip/Tuck", "Covert Affairs", "Ringer"

Kaj Larsen, *Producer/Journalist/Correspondent*, VICE

Dennis Radeke, *Senior Strategic Development Manager*, Adobe

JOSHUA LEVINE, *Entertainment & Technology Marketing – Writer, Producer & Creative Director*

Simone Nelson, *Director, Marketing & Public Relations*, The CSU Entertainment Industry Initiative, *Moderator*

2:15 PM - 3:30 PM

Track I: Ahmanson Hall, Live Webcast

The Future of Enhanced Advertising: Addressing Brands, Message, Technology, Media and Entertainment

The ever expanding boundaries of entertainment in the national as well as global culture presents not just opportunities for specific brand extension or advertising, the merger of Hollywood and Madison Ave. represents a quantitative shift in the creative process. As the consumer alters its relationship to media, integrating broadband into every aspect of everyday life - the power of the electronic message, whether delivered as advertising or via movies, TV, games, news or even as a function of the communications device itself, is a transformational tool. The industry is now experiencing its first steps in the fusion of marketing, entertainment and content. The real excitement will be found as the creative talent in the industry gets to experiment, innovate and produce new forms.

Carol Chung, *SVP, Media Tech*, DigitasLBi

Penny Baldwin, *Vice President, Global Marketing and Communications, General Manager*, Intel Corporation

Lori Tabb, *Marketing Executive*, Creative Artists Agency (CAA)

Jason Jercinovic, *President*, Havas Worldwide Digital

Liz Wilson, *Director of Media and Strategic Partnerships*, Under Armour

Steven Haft, *SVP Innovation*, Time Inc.

Tom Flanagan, *Partner*, Nut + Bolt, *Moderator*

Track II: Haas Conference Ctr - Room 172-173, Live Webcast

Video Anytime Anywhere: Video Across Platforms - TV, Internet and Mobile

At its core the TV industry has always been about video delivery. But now it has added InternetTV and mobile to the package. In this session we will explore the comprehensive video and commerce strategy being developed for the consumer.

Jason Henderson, *Senior Contracts Manager*, DISH Network

Andy Beach, *Developer Account Mgr, Xbox Live*, Microsoft

Tom Burns, *CTO, Media & Entertainment*, EMC/Isilon

Erick Opeka, *EVP/Digital Networks*, Cinedigm

Jay Samit, *Chief Executive Officer*, SeaChange

Frank Sinton, *CEO*, Beachfront

JD Tengberg, *Principal*, Deloitte Transactions and Business Analytics LLP, *Moderator*

Track III: Herscher Hall, 3rd Floor, Rm 303-304, Live Webcast

The VR-AR-Holography Innovators & Disruptors - Entertainment, Technology & Advertising - A Redefinition of the Industry

Jeff Nicholas, *EVP, Strategy, Creative & Growth*, *vantage.tv and EP & Director*, VEHICLEvr

Morris May, *founder/CTO*, Specular Theory

Alki David, *founder*, HologramUSA

Tom Wright, *founder*, Tactic; *Managing Director*, Ntropic

Andrew Shulkind, *Director of Virtual Reality Cinematography*, Headcase

Micah Ainsley Brown, *CEO*, Filmfundr, *Moderator*

Track IV: Guerin B in Herscher Hall

Women in Television: From OTT and OVN to Cable, Broadcast and Advertising

Cristina Malavenda, *Head of Production at Feeln*, Hallmark Channel

Joanne Rubino, *SVP of Production*, Thinkfactory Media

Naseem Sayani, *Group VP, Strategy*, Huge

Gretchen McCourt, *Executive Vice President of Cinema Programming*, Pacific Theatres Entertainment Corporation

Kim Getty, *President*, Deutsch LA

Shauna Phelan, *Head of Development and Production*, AwesomenessTV

Sarah Miller, *CEO*, Axis PR & Entertainment, Inc., *Moderator*

2:30 PM – 3:30 PM - The VR - AR - Immersive Track

Session II: Haas Conference Ctr - Room 171

VR & The Future of the Web - UX, Content & Advertising Experience

Dekker Dryer, *Chief Creative Officer*, CleverFox

Ceci Mourkogiannis, *Co-Founder*, Metta VR

Christine Lee, *Vice President, Business*, Immersv

Tony Parisi, *Virtual Reality pioneer and co-creator of Virtual Reality Modeling Language*, *Moderator*

2:30 PM - 3:30 PM - The VR - AR - Immersive Track

Session I: The Guerin C, in Herscher Hall

The Language & Aesthetics of VR: The Challenge of Creating TV-Movies, Advertising & Other Experiential Programming

David Rosenbaum, *Director, Creative Director*, JauntVR, *Director*, Humble, The Recruit, VR

Brad Herman, *Head of DreamLab*, DreamWorks Animation

Lex Halaby, *Director, Funny Or Die VR, Music Videos & Commercials*

Lewis Smithingham, *filmmaker & VR Supervisor and Editor*, Doug Liman's VR series Invisible

Tino Schaedler, *founder*, Optimist Design

Anna Marie Piersimoni, *Instructor, Department of Cinema and TV Arts*, California State University, Northridge, *Moderator*

3:50 PM - 5:00 PM

Track I: Ahmanson Hall, Live Webcast

Leveraging Content and Celebrity For Cross-Platform Success: Brands and Entertainers Collaborate

You see it on TV all day long. It's all over the Net! Brands, entertainment content, celebrity talent, new media startups and big marketers are teaming up in new ways for cross-platform success. In this session we will hear from top entertainment executives, consumer brand executives, brand licensing experts, VCs and digital strategy experts about leveraging pop culture and content to connect with consumers.

Justin Hochberg, *CEO*, Just Entertainment**Jonathan Lowe**, *Senior VP of Marketing*, AEG Sports**Bill Sanders**, *SVP, Athlete & Talent Marketing*, Excel Sports Management**Dina Mallin**, *SVP Talent*, United Entertainment Group, a DJE Company**Mark Wolf**, *Writer, Director, Producer*, Change The World Productions**Steven Masur**, *Senior Partner*, Cowan DeBaets Abrahams & Sheppard LLP, *Moderator*

Track II: Guerin B in Herscher Hall

Original Internet TV - The Cross Platform Explosion

It's happening and it's premiering on the Net. Original Internet programming is coming from Netflix, Amazon, DirecTV, Discovery, Turner, MTV! and YouTube. The web and mainstream media and entertainment are merging. We might call the new movement "Digital Hollywood!"

Kai Hasson, *Creative Director*, Portal A, Portal A**Scott Ehrlich**, *Chief Executive Officer*, QYOUTV**Rafi Mamalian**, *Chief Revenue Officer*, theAmplify**Jody Simon**, *Partner*, Fox/Rothchild**Brad Gelfond**, *Principal*, Strike up the Brand**David Tocherman**, *Co-Founder*, Canvas Media Studios, *Moderator*

Track III: Haas Conference Center, Room 172-173, Live Webcast

Women in the Industry: Developing Film, Television & OTT About Women - A Golden Age in Hollywood and Indie Production**Mimi Steinbauer**, *President and CEO*, Radiant Films International**Kara Holden**, *Actress and Screenwriter***Shannon Keenan Demers**, *SVP of Production and Creative*, Tremendous! Entertainment**Marlene Sharp**, *Producer*, TV Series, Sonic, Sega of America**Marsha Oglesby**, *TV Producer*, "Blue," "Paloma," "Kendra," "Susanna"**Melissa Schneider**, *SVP Development and Production*, New Form Digital**Sun Jen Yung**, *Managing Director*, Headwaters MB, *Moderator***4:00 PM - 5:00 PM**

The VR - AR - Immersive Track

Session I: Herscher Hall, 3rd Floor, Rm 303-304, Live Webcast

Immersive Entertainment in the Out of Home Market, Theme Park - VR-AR, Cinematic, 360 Video and More**Dan Jamele**, *Vice President/CTO*, MediaMation**Sang Cho**, *Chief Content Officer*, CJ 4DPLEX Am**Jim Stewartson**, *CEO*, Awesome Rocketship**Chris Ellis**, *Executive Director*, RGH**Kevin Althans**, *Commercial/VR Director*, Reel FX**Michael Tolkin**, *Founder and CEO*, Ultron Labs**Marty Perlmutter**, *VR/3D Technology Leader*, *Moderator*

Session II: The Guerin C, in Herscher Hall

The Power of VR-AR: A New Language of Artistry - A Unique Moment of Commercial Possibility and Marketplace**Miles Perkins**, *VP, Marketing Communications*, JauntVR**Guy Primus**, *co-founder + CEO*, The VR Company**Aruna Inversin**, *VR Supervisor*, Digital Domain**Dario Raciti**, *Director*, Zero Code OMD**Sandy Smolan**, *Film & Television Director***Ryan Pamplin**, *VP, Partnerships & Sales*, Meta**Bruce Greenberg**, *Founder*, iCinema Ventures, *Moderator*

Session III: Haas Conference Center, Room 171

The Human Brain Controller: Storytelling in the Sensory Entertainment Experience**David Birnbaum**, *Design Director*, Immersion Corporation**Brian Selzer**, *VP, Business and Product, Development*, DAQRI, *Moderator**Speaker to be announced***4:00 PM - 5:00 PM**

Session I: Webcast, Guerin A, in Herscher Hall

Hollywood as the Entertainment Capital of the World: Executives from Film Studios and Television Discuss the Industry & It's Future**Amy Lemisch**, *Executive Director*, California Film Commission**Kim Roberts Hedgpeth**, *Executive Director*, Film Musicians Secondary Markets Fund; *former Ex. Director*, AFTRA**Sandy Climan**, *CEO and Representative Board Director*, All Nippon Entertainment Works (ANEW)**Kevin James**, *Chief Film Liaison*, City of Los Angeles, *Moderator***5:00 PM - 6:15 PM** *Open to all attendees***End-of Day Poolside Reception - Taper Courtyard**

Outdoor Area In Front of Haas Conference Center

Sponsored by: Mobile Excellence Awards and the Interactive Television Alliance

5:00 PM - 6:00 PM. Haas Center, Room 172-173

Pitch, Pass or Play: Interactive Start-Up Showcase Competition

Moderator: Sarah Miller, CEO, Axis PR/Entertainment Founder, Mobile Excellence Awards

Moderator, Allison Dollar, CEO, Founder, Interactive Television Alliance

Amy Reinhard, President, Worldwide TV Licensing and Distribution, Paramount Pictures

Jim Cannella, Executive Producer, VP Digital Media and Strategy, The Recording Academy (The GRAMMYS)

Jonathan Lowe, Senior VP of Marketing, AEG Sports

Anjalis Shastri, Sr Dir, Design Strategy, Mobile Group at Intel

Kim Getty, President, Deutsch LA

Evening Event:

6:15 PM – 8:00 PM Ahmanson Hall

Keynote Roundtable

Visions of Immersion: Virtual Reality as an Expression of the Cinematic and Personal Experience

Chris Edwards, CEO, THE THIRD FLOOR & CPO, VRC: The Virtual Reality Company

Imraan Ismail, Director, Vrse.works and VFX, Hunger Games and Dawn of the Planet of the Apes

Jacqueline Bošnjak, CEO, Q Department & Mach1™

Ryan Horrigan, Chief Content Officer, Felix & Paul Studios

Seth Shapiro, Governor, Interactive Media, The Television Academy, Moderator

Thursday, May 5th

The Immersive Breakfast Roundtable

9:00 AM - 10:15 AM

Haas Conf. Ctr. - Rm. 172 & 173

The VR Narrative: Immersive Theater and Language of VR: Story Architects and Experience Designers

Michael Conelly, founder, Blackthorn Media

Andy Cochrane, Interactive and New Media Director, Special Projects Lead, Mirada

Peter Oberdorfer, President, Tactic

Ana Serrano, Chief Digital Officer, Canadian Film Centre

Jonathan Pearson, Director, UNITY9

Nick DeMartino, Chair, IDEABOOST Accelerator, Moderator

9:00 AM - 10:15 AM

Track I: Guerin B in Herscher Hall

Innovation in Video Advertising: Enhancing Brand Experience

Neil Patel, SVP, Business Strategy and Innovation, The Martin Agency

Jeff Suhy, President & Founder, ModOp

Jennifer Sharp, VP Partnerships, Joyus

Jason Bercovici, Manager, Product Strategy and Operations, Exponential

Nick Wooten, Senior Director of Marketing, VideoAmp

Robert Cain, Partner, Pacific Bridge Pictures, Moderator

Track IV: Herscher Hall, 3rd Floor, Room 303-304

WIF - Women in Film

The Digifest! Screening - Discussion - Premieres!

First Presentation:

Special screening of ANOTHER DAY WITH YOU

Q&A with content creators

Amy Goddard; Bob Clendenin; Gregory Van Horn

John Zinman; Laurie Leitzel; Jeanne Taylor and Dane Collier

Track II: Haas Conference Center - Room 171

Data-Driven Trends in Content, Commerce & Tech - Toolkits for Growing Revenue and Users via Social, Native and Influencers

Juston Brommel, Founder, Advisor, CMTO, CSO, Free(dom) Agent, Moderator

Brendan Kane, Digital Business Strategist

Narb Avedissian, CEO/Co-Founder, HaulStars

Dhruv Joshi, Chief Evangelist, Social Rockfish

Barry Stamos, CEO/Co-Founder, Videoo – Reinventing Social Video Playlists

Georgii Speakman, LA Business Director, at the projects*

10:15 AM – 11:15 AM

Session I: Guerin A, Live Webcast

Financing the Imagination: Funding and Business Development in AR, VR and Immersion – From VCs to Kickstarter and Corporate Investments

Sunny Dhillon, Principal, Signia Venture Partners

Ethan Gilmore, Founder, VARcrypt

Ethan Gilmore, Founder, VARcrypt

Sun Jen Yung, Managing Director, Headwaters MB

Kelemen Papp, Executive Director, Mooreland Partners

Rob Vickery, co-founder and CEO, Stage Venture Partners

Mariana Danilovic, Founder and Managing Director, Hollywood Portfolio, Moderator

Session II: Ahmanson Hall, Live Webcast

Women in Virtual Reality and Immersive Entertainment: Experiencing New Dimensions and Creative Experience

Mary Ermitanio, Consulting Manager, Manatt Digital Media

Julina Tatlock, producer/interactive storyteller, VR series Invisible

Camille Kanengiser, co-founder & CCO, Freeform Labs

Christina Heller, CEO & Co-founder, VR Playhouse

Jody Belliveau, Director of Product Development, WEVR

Jenn Duong, Director of Virtual Reality, 1215creative

Taryn Southern, Producer, Actor and YouTube Personality, Moderator, Moderator



10:30 AM

Track IV: Haas Conference Center - Room 172 & 173

WIF - Women in Film**The Digifest! Screening - Discussion - Premiers!****First Presentation:**

Special screening Special BROKEN MEMORIES,
Q&A with **Kassi Crews** (Producer) and **Michael Worth**
(Director)

"Independent Production – What does it really mean?"

Track II: Haas Conference Center - Room 171

10:45 AM - Noon

Track I: Guerin B in Herscher Hall

Indie TV – OTT and Streaming <**Kim Hurwitz**, *Chief Content Officer*, FilmOn.TV**Yahav Isak**, *EVP, Client Operations*, Manifest**Randa Minkarah**, *Venture Partner*, Transform (formerly OneAccord Digital)**Chris Wagner**, *EVP and Co-Founder*, NeuLion**Thomas K. Arnold**, *publisher and editorial director*, Home Media Magazine**Frank Chindamo**, *President & CCO*, Fun Little Movies**James M. Burger**, *Partner*, Thompson Coburn LLP, *Mod.*

Track II: Haas Conference Center - Room 171

Women Entrepreneurs: Sharing Experience - Real Life Stories - Building the Brand, the Personal and the Company Identity**Michelle Robson**, *CEO*, Her Inc. and EmpowHer**Clara Berta**, *Founder*, BertaArt Studio**Tish Ciravolo**, *President and Founder*, Daisy Rock Girl Guitars**Erin Kapczynski**, *Vice President, Marketing*, Purch**Debra Fine**, *CEO*, I Have A Dream; *Board of Directors*, Maple Center**Andra Leimandt**, *founder and drummer*, The Mrs**Linda Sherman**, *Co-Founder*, The Courage Group, *Mod.***11:00 AM - 11:50 AM**

ThinkTank I: Herscher Hall, Room 305

Hollywood and Cybercrimes: from Privacy to Piracy, Theft and the Dark Net**Frank Nein**, *President*, 9Sight2020.com, *Moderator***11:30 AM – 12:30 PM**

Session I: Ahmanson Hall, Live Webcast

Advertising, Live and Brands in VR-AR-360 Video – from Mobile & Immersive to Experiential**Dustin Callif**, *Managing Partner*, Tool of North America**Pieter Van Leugenhagen**, *co-founder & Business Strategist*, yondr**Mike Abend**, *Vice President*, Thunder Studios**Steve Nix**, *General Manager of VR*, Reel FX**Mike Nichols**, *VP, Creative Technology*, Fuel**Alastair Green**, *Executive Creative Director*, Team One Lexus)**Cynthia Lieberman**, *Media & Marketing Strategist*,Lieberman Communications, *Moderator*

Session II: Guerin A, Live Webcast

Storytelling in Hollywood: Art + Design + Technology = The New Narrative of Film - VR - Games - Experiential Environments**Tim Dillon**, *Executive Producer*, VR, MPC**Jeffrey Daniels**, *FAIA*, *principal of Jeffrey Daniels Architects and Program Director*, UCLA Extension Architecture & Interior Design**Spencer Hunt**, *VP of Games and Interactive Entertainment*, Skydance Productions**Andy Goldstein**, *Executive Producer*, Otherworld Interactive**Monika Bielskyte**, *founder*, AFE Media**Julia Sourikoff**, *Head of VR*, Tools of North America, *Moderator*

Session III: Herscher Hall, Rm 303-304, Live Webcast

The Total Immersive Entertainment Experience – Theme Parks to Live Theater Environments to Domes**Ed Lantz**, *MEE, PGA, Founder*, Vortex Immersion Media**Markus Beyr**, *Chief Executive Officer*, Attraktion! GmbH**Brent Young**, *President and Creative Director*, Super 78**Kevin Althans**, *Director for Commercial/VR*, Reel FX**Audri Phillips**, *Immersive Animator/VFX/VR Artist***Moderator - Kate McCallum**, *Producer, PGA: Producers**Guild of America*, National Board Member & New Media Council Delegate

Sponsored by Women in Film and Digital Hollywood

12:30, Haas Conference Center - Room 172 & 173**The Women's Digifest**

Special screening of USE YOUR AND, an empowering campaign developed for Gillette Venus® developed by Riess I Hill Q&A with content creator **Amy Hill** "What is Branded Content"

- The difference between branded content and commercials
- How to exploit branded content

12:30 PM - 1:45 PM

Track I: Guerin B in Herscher Hall

Ultimate TV: The OTT, Cross Platform, Multiscreen Experience - Navigated by Set-top, Mobile Device or Console

Over-the-top-TV, 4K TV plus DVR set-top, broadband plus HDMI inputs is the Ultimate TV experience. Consumers now expect a personalized TV entertainment and social experience. With all video, all the time, the bar has been permanently raised for the industry.

Nick Colsey, *VP, Television Division*, Sony Corporation**Samir Ahmed**, *CTO*, M-GO**Nicole Smith**, *Vice President*, Brand New Media US**Keith Zubchevich**, *Chief Strategy Officer*, Conviva**Dan Sweeney**, *VP, Sales & Marketing*, Nevelex Corp.**Jim Monroe**, *founder*, OTT Age Industries**Mark Donnigan**, *VP, Sales & Strategy*, Beamr, *Moderator*

Track II: Herscher Hall, 2nd Floor, Room 202

Digital Deals - Networks, Studios and Producers - Monetizing Content Across Platforms

Karen M. Robson, *Partner*, Pryor Cashman
Russell Schwartz, *SVP, Business & Legal Affairs*, Starz
Roman Silberfeld, *partner*, Robins Kaplan LLP
Simon N. Pulman, *Associate*, Cowan DeBaets Abrahams & Sheppard LLP
Robyn R. Polashuk, *Managing Partner*, Los Angeles Office, Covington & Burling LLP
Michael Sid, *CEO*, Mediamorph, *Moderator*

Track III: Herscher Hall, 3rd Floor, Room 305

Funding Women's Projects: Film/TV Packaging to Tech Start-ups - VC - Private Equity and Crowdfunding

Joanna Cronin, *Dir, Project Mgr*, StartEngine Crowdfunding
Paige Morrow Kimball, *founder*, Makazan Films
Renata RA Akhunova, *Partner*, Formula VC, Venture Fund, *Moderator*
Additional speakers to be announced

1:00 PM - 2:00 PM

Session I: Ahmanson Hall, Live Webcast

Visionary Transmedia: VR - Gaming - Sci-Fi - Music Video - Horror - Space - The Multi-Level Experience

Eric W. Shamlin, *Managing Director / Executive Producer*, Secret Location (The Sleepy Hollow: VR Experience)
Jay Bushman, *Emmy winner, Writer*, Terminator Genisys: The YouTube Chronicles and The Lizzie Bennet Diaries
Hal Hefner, *Creative Strategist*, Ridley Scott's 3AM, "The Martian," Consultant to Endgame universe
Joe LeFavi, *Head of Marketing*, Comic-Con HQ
Behnam Karbassi, *Founder - President - CEO*, No Mimes Media, *Moderator*

Session II: Haas Room 171

Mobile/Social AR and VR - Social Media Meets VR-AR-360 Video - The Coming Global Interface

Leland Hedges, *Vice President*, Product and Marketing, Virtually Live
Guy Bendov, *CEO*, Sidekick Games
Michael Zyda, *Director*, USC GamePipe Laboratory
Dr. David Levitt, *co-founder, CEO*, Pantomime Corporation
Bob Rafei, *CEO*, Big Red Button Entertainment
David Baszucki, *CEO*, ROBLOX
Clifton Dawson, *Founder & President*, Greenlight VR, *Moderator*

Sponsored by Women in Film and Digital Hollywood

1:15 PM, Haas Conference Center - Room 172 & 173

The Women's Digifest

Special screening of three digital channels: **ENGINEERING YOUR SPACE**, created by **Isabelle LaRue** ENTERTAINING WITH BETH, created by Beth Le Manach and WORDS, WINE & WOMEN, created by Tara Johnson.
 Q&A Beth Le Manach; Isabelle LaRue; Tara Johnson; Jacque Borowski; Dr. Shannon Chavez "Building a Successful Digital Network/Channel"

2:15 PM - 3:30 PM

Track I: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

Hybrid TV - Delivering the Ultimate TV Experience: Broadcast, Cable, Premium & OTT Content

Hybrid TV presents a new reorganized option in video viewing. It represents TV on all platforms - TV - Mobile - PC - packaged in new bundles and packages. What does the consumer want and what bundles will be offered?

Anupam Gupta, *EVP, Cloud & Product Services*, Vubiquity
Dr. Kanaan Jemili, *Chief Executive Officer*, NeuLion
Robin Wilson, *VP of Business Development*, NAGRA
Mike Earle, *CEO*, aioTV Inc.
Nash Parker, *Director*, IoT Ecosystem Development, Mktg & Corp Affairs, Nokia
Scott Robson, *Vice President*, Content Operations, Gracenote
David Leibowitz, *Managing Partner*, CH Potomac, *Moderator*

Track II: Guerin B in Herscher Hall

Live Stream of Music Festivals and Concerts: Brands, Bands and New Technologies

Mark Demarest, *CEO*, Spinnable
Allen Sanford, *CEO and Co-Founder*, LiveList
Kat Chung, *Client Director*, Strategy, Initiative (IPG)

Raymond Roker, *HEAD OF CONTENT STRATEGY/EP/DIR*, Goldenvoice
Hank Neuberger, *President*, Springboard Productions
Terry Koosed, *founder and CEO*, Bel Air Internet
John J. Petrocelli, *CEO*, Bulldog Digital Media, *Moderator*

Track III: Herscher Hall, 3rd Floor, Room 305

Entertainment and Technology: Investment, Financing & Packaging Projects: Unique Content - Unique Technology

Monica Dodi, *Managing Dir*, Women's Venture Capital Fund
Diane McGrath, *Managing Director Media and Technology*, Streicher; J Streicher Capital
Steven Masur, *Senior Partner*, Cowan DeBaets Abrahams & Sheppard LLP
Justin Brommel, *Founder, Advisor*, CMTO, CSO, Free(dom) Agent
Leif Reinstein, *Film and TV Finance Partner*, Reed Smith, *Moderator*



Sponsored by: Alliance for Women in Media, SoCal

2:15 PM - 3:30 PM, Haas Conference Center - Room 171

Women Leading the Digital Charge from Content Creation to Distribution

Kristin Cruz, *iHeart Radio Personality*, Media Host and Producer

Laura Nickerson, *Media Host/Producer and On-Camera Consultant*, MomAngeles Media LLC & The Randy Lane Co.

Cupid Hayes, *VP, Business Development*, MCMG (Missing Channel Media Group)

Sienna Babb, *Head of Digital*, MarVista

Sarah Penna, *Head of AwesomenessTV's Awestruck Network*

Toby Berlin, *President, School of Toby, Inc and Consultant to Playstation Vue*

Michelle Van Jura, *Founder and Owner*, Intersect Communications, *Moderator*

2:30 PM - 3:30 PM

Session I: Ahmanson Hall, Live Webcast

Virtual and Augmented Reality: A Five Year Projection: An Investment in Time and Space

Ed Lantz, *CEO*, Vortex Immersive Media

Janie Fitzgerald, *founder*, Axis Images

Brian Seth Hurst, *Chief StoryTeller and Co-Founder StoryTech, Managing Partner*, StoryTech™

Matt Liszt, *VP, Mktg*, MasterImage 3D, Inc.; *member, Board of Directors*, International 3D & Advanced Imaging Society

Amir Rubin, *CEO*, Sixsense, Inc

Bruce Greenberg, *Founder*, iCinema Ventures, *Moderator*

Session II: Guerin A in Herscher Hall, Live Webcast

CG Humans: Integration of the Virtual Character in Film - TV - VR - Games

Brett Leonard, *Producer/Director/Writer/Futurist*, Tough Trick Transmedia

Richard Taylor, *Cinematics Director at Electronic Arts on Command & Conquer 3 and Red Alert 3*

Sean Stanek, *CGI-Motion Capture*, LORD OF THE RINGS

Joseph A. Zaki, *founder and CEO*, VRTuality

Marshall Millett, *CEO*, AeMass (Volumetric Motion/Reality Capture)

Gregory Peter Panos, *Founder: Persona Foundation, Futurist*, VR /AR Pioneer

Woody Schultz, *Actor, Producer, Writer and President/Partner of Winning Swimmer Productions*

David Traub, *Co-Founder*, Epiphany Film Fund, *Moderator*

Session III: Herscher Hall, Room 202

VR Game Creation - The Deep Dive - Immersing in a Virtual Experience - Thinking and Breathing in a Cyber Universe

Russell Naftal, *Co-Managing Partner*, VRWERX

Anthony Borquez, *Founder and CEO*, Grab, *Moderator*

Speakers to be announced

Sponsored by Women in Film and Digital Hollywood

2:45 PM, Haas Conference Center - Room 172 & 173

The Women's Digifest

Special screening of IVERSON, the ultimate legacy of NBA legend Allen Iverson who rose from a childhood of crushing poverty to become one of the world's most iconic and controversial sports figure; created, directed and produced by Zatella Beatty.

Q&A with Zatella Beatty "Breaking Barriers"

- How a first time director obtained the trust of and right to tell a sport legend's story and turned such story in one of the most successful sport documentary of all time.

3:50 PM - 5:00 PM

Track I: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

Video Everywhere - Technologies & Platforms - Enabling the Next Generation of Over-the-Top TV

Consumers are accessing video on TV, Mobile and PC. Call it "Everywhere Video" or "Over-the-Top Video." By any name it means that content is accessible virtually everywhere. The proliferation of TV technologies are pushing video to an even wider audience.

Alex Drosin, *President - North America*, Massive Interactive

Judy Johnson, *Director of UX & Product Innovation*, AWE Division, Bottle Rocket

Campbell Foster, *Dir, Product Mktg, Video Solutions*, Adobe

Xavier Kochhar, *President and CEO, The Video Genome Project*, Structured Data Intelligence (SDI)

Josette Bonte, *Chief Strategy Officer, CTM: Institute for Communication Technology Management, Marshall School of Business*, University of Southern California

Jonathan Hurd, *Director*, Altman Vilandrie & Company, *Moderator*

Track II: Haas Conference Center - Room 171

Branded Entertainment Marketing - Across Platforms - Leveraging Image, Content and Celebrity

With the attention of the consumer being assaulted by a host of great technologies - from games and broadband to tablets - devices as well as content programming, the task of the client, the agency and content provider raising their message above the clutter is daunting. With every challenge, however there exists the opportunity to reinvent the process, and in the evolving world of branded media marketing, the creativity at hand is impressive. The industry's TV, music, wireless, film and broadband marketing teams are reinventing the world of entertainment, branding and marketing. In this session, we will gain further insight into the structures of our industry's future.

Jen Garcia Allen, *Executive Editor*, Kardashian/Jenner Apps

Zach Blume, *Managing Director*, Portal A

Jordan Yospe, *Of Counsel*, Eisner Jaffe

Jeff Hardy, *CEO / Founder*, Floor 84 Studio

James Shani, *Founder & CEO*, SAV Studios

Glenn Sanders, *Creative Director*, eclipse

Ben Mendelson, *co-founder and president*, Interactive Television Alliance, *Moderator*

Track III: Herscher Hall, 3rd Floor, Room 305

Content Rights, Licensing and Technology Solutions in Media and Entertainment

Content is what the entertainment and media industry produce, and the viability of the industry's future rests on its ability to manage its content and control its distribution while at the same time making it available to an ever larger customer base. And that is the job of the DRM technology industry, to make the film, music and mobile technology delivery systems safe for mass use. In this session, we will explore, from the point of view of the technology companies, the possibilities and potential of DRM in the evolving content landscape. From CDs and DVDs to broadband and wireless delivery, DRM and content protection represents the bottom line of the future of our industries

Mike Pusateri, *Founder/CEO*, Bent Pixels

Steven Polster, *CEO*, RIGHTSTRADE

Ori Birnbaum, *Co-Founder*, Whipclip

Ben Lister, *COO*, Rightster

Graham M Oakes, *CEO, Media Science International, Chairman*, Digital Watermarking Alliance

Tom Carroux, *Director of Business Development*, Cryptography Research, Inc.

Pablo Argon, *Sr Dir, Technical Strategy*, Ericsson TV Platforms

Rajan Samtani, *SVP Sales and Marketing*, Peer Media Technologies, *Moderator*

3:50 PM - 5:00 PM - Guerin B in Herscher Hall

Women, Wellness and Fitness Media - Nutrition, Workouts and the Healthy Lifestyle

Lisa Jey Davis, *Pilates Instructor and Creator of The Orchids Plan for Women over 40*

Danika Brysha, *curve model and founder of clean-eating Paleo meal delivery service Model Meals*

Jan E. Smith, *Master yoga instructor at Equinox and founder of Retreat Yourself Well*

Holly Perkins, *Certified Strength and Conditioning Specialist, women's strength expert, and author of "Lift to Get Lean"*

Rachel Lee, *VP Content Strategy at Beachbody*

Valaer Goldsworthy, *Managing Editor of LIVESTRONG.COM*

Jess Barron, *Editor in Chief*, Livestrong.com, *Moderator*
Speakers to be announced

4:00 PM - 5:00 PM

Session I: Ahmanson Hall, Live Webcast

Innovating in VR-AR-Immersive Production - The Amazing Journey of Imagination, Gear and Innovation

Dan Ferguson, *EVP Digital Interactive*, Groove Jones

Sandy Smolan, *Film & Television Director*

Matt Johnson, *EVP, Innovation*, Bottle Rocket; *GM Thruster*

Alex Barder, *Co-Managing Partner*, VRWERX

Keram Malicki-Sanchez, *founder and director*, Festival of International Virtual and Augmented Stories (Toronto)

Jacob Carlson, *Digital Media Strategist and Consulting Manager*, Manatt Digital Media, *Moderator*

Session II: Herscher Hall, Room 202

Transhumanism: Science Fiction or Reality

Dr. Natasha Vita-More, *Chairman of Humanity+, and Faculty*, University of Advancing Technology

Zoltan Istvan, *2016 U.S. Presidential Candidate*, Transhumanist Party

David Kelley, *CTO Zensa*, Microsoft MVP, and TNC Chairman

Lincoln Cannon, *CEO*, Discerner; *President*, Mormon Transhumanist Association

Newton Lee, *U.S. Presidential Campaign Advisor*; the Transhumanist Party, *Moderator*

5:00 PM - 6:15 PM *Open to all attendees*

End-of-Day Reception – Taper Courtyard -

Outdoor Area In Front of Haas Conference Center

Two Great Evening Events! - *You can Attend Both!*

Thursday, May 5th, Ahmanson Hall

I. 6:15 PM - 8:30

The Women's DigiFest - *Open to all attendees*

An Evening Celebrating Women's Entertainment

Co-Sponsored by WIF Women in Film and Digital Hollywood

II. The 57th Annual Genii Awards - *Additional Ticket Required, Magnin Auditorium*

Hosted by: Alliance for Women in Media, SoCal

5:00 PM - 6:15 PM - Cocktail Reception, Red Carpet and Silent Auction

6:30 PM - 8:00 - The Awards Ceremony

Friday, May 6th

Drill Down Day at Digital Hollywood

Special Workshop

9:00 AM - 11:30 AM - Ahmanson Hall

Strategies in Start-up Business Development: Developing Concepts, Lean Start-up Techniques and Positioning Your Company to Succeed!

Brian Mac Mahon, *Chief Community Officer*, Expert DOJO

9:30 AM - 10:45 AM

ThinkTank I: Haas Conference Center - Room 171

Managing Video Strategy: Distribution Channels, Advertising and Technology

Josh Lamb, *Executive Producer*, Multipop

Bruce Luizzi, *CEO*, ATLX

Ken Nicholas, *Sr. Director of Sales*, VideoAmp

Travis Howe, *SVP, Client Services & Operations*, INVISION

Steve Callanan, *CEO*, WIREWAX

Jeffrey Stansfield, *President/CEO*, Advantage Video Systems

Markus Almer, *Director*, VideoRx, *Moderator*

ThinkTank II: Haas Center - Room 172

Social Engagement - Tracking The Real-Time Social Graph - Content, Communication, Advertising

Mark Carlson, CEO, SimpleFeed, Inc.

Ori Nakar, Chief Product Officer, Telescope

Chuck Fishman, Director, Media, Entertainment and Publishing, Acquia

Nguyen Duong, Director of Digital Strategy, INNOCEAN USA

Cathy Gribble, Director, Digital Strategy & Analytics, Team One

Shawnee Swarengin, Vice President of Content Marketing, CleverTap

Nancy King, Consultant, NewView Marketing, Moderator

10:15 AM - 11:30 AM - Haas Room 173

Virtual Reality Keynote

VR - Making Visions Real - At the Edge of Storytelling - Next Level of Entertainment

Guido Voltolina, Head of Presence Capture, Nokia

Christina Heller, CEO & Co-founder, VR Playhouse

Nick Bicanic, founder, RVLVR

Justin Denton, VR Supervisor on Vrse.works! NYT Take Flight, Muse Revolt, and Click Effect"

Daniel Kenyon, Founder/CEO, Furious M

Anthony Borquez, Founder and CEO, Grab, Moderator

11:05 AM - 12:20 PM

ThinkTank I: Haas Conference Center - Room 171

Strategies in Advertising: Programmatic Buying, Targeting, Analytics and Contextual Media

Michael Benedek, President and CEO, Datonics

Sable Worthy, Director of Strategy, S4M

James Ackerman, General Partner, Spinnaker Media LP

Sean Malatesta, CEO, Marengo Knoll, Inc., Moderator

ThinkTank II: Haas Conference Ctr - Room 172

Video Innovation! Social Video, Personalized Video, Real-Time Video - Communication and Commerce

Joseph Hopkins, Vice President Global M&E Sales, Verizon Digital Media Services

Barry Stamos, CEO, Videoo

Nathan McGowan, Vice President, Product, The Hollywood Reporter & Billboard

Bill Newell, President, North South Studios LLC, Moderator

11:45 AM - 12:45 PM - Haas Room 173

The Future of Entertainment: VR Story Architects and Experience

JT Petty, Writer Director "Gone"

Robyn Tong Gray, Chief Designer, Otherworld Interactive

Jessica Kantor, VR Director

Celine Tricart, founder, Lucid Dreams; and co-director, "Marriage Equality" VR for Nokia and 3ality Technica, Moderator

Noon - 1:00 PM - Ahmanson Hall

The Crowdfunding Update: A Roundtable of Experts

Jennifer Post, Partner, Raines Feldman LLP

Taylor McPartland, Advisor, CrowdfundX

Stephen Dypiangco, Vice President, Ovation Digital Arts

Francesco Ferrazzino, CEO, Proxy42 Inc.

Adam M. Goyer, Managing Partner, The Blak Box Group

Justin Giddings, CEO and founder, The Kickstarter Guy

Ryan Foland, Assistant Director, Blackstone Launchpad, Moderator

1:15 PM - 2:45 PM - Ahmanson Hall

Crowdfunding Breakthrough: Access to Capital Meritocracy through Reg A+ -- How is Raising Money from Consumers, Including Non-Accredited Investors Changing the Funding Marketplace

Gregory Parker, Co-founder, Indie Crowd Funder, LLC.

Kinsey Cronin, Business Development Director, StartEngine Crowdfunding

Jillian Sidoti Esq., Crowdfunding Lawyers

Melinda Moore, CEO, Moore Media Ventures

Vincent Bradley, CEO, FlashFunders

Geoff Campbell, President, NewsBeat Social

Mariana Danilovic, Founder and Managing Director, Hollywood Portfolio, Moderator

1:00 PM - 2:00 PM

ThinkTank I: Haas Conference Ctr - Room 171

Twitter, Facebook & Social Media - Transforming Marketing, Transforming the World

Brian Popowitz, VP, Head of Marketing & Business Development, Black Box

Javon Frazier, EVP, Strategy & Business Development, Collective Digital Studio

Johnny Miller, Founder, Manumatix

Christopher Puga, Head of Sales, West, Adapty

Adapty

Jessica Hasson, founder, PulpPR

John Bohan, CEO + Founder, Socialtize

Dr. Natalie Petouhoff, Instructor, Social Media And Digital Marketing Business for Executives, UCLA, Moderator

ThinkTank II: Haas Conference Ctr - Room 172

TV Everywhere: The Content & Commerce Opportunity - From Live Streaming & Video Syndication to Video Ad Insertion

Matt Smith, Chief Evangelist, Anvato

Dave Swartz, co-founder and chief creative officer, MEDL Mobile; co-founder & president, Hang With, Inc.

Stephen Johnson, Senior Analyst, Design and Consumer Usability Research, Coach Media

David McIntosh, SVP Business Affairs & Digital Distribution, Shout! Factory

Jeffrey Stansfield, President and CEO, Advantage Video Systems

Jonathan Tavss, founder & President, Scarlet Strategic, Moderator



1:00 PM - 2:00 PM - Haas Room 173

Special Workshop, Immersion – AR – VR – To the Next Level

The Language & Aesthetics of VR: The Challenge of Creating Movies, Games & Other Experiential Programming

Anna Marie Piersimoni, *Instructor, Department of Cinema and Television Arts, California State University, Northridge, Moderator*

Jenny Carden (Zenka), *Independent Artist and Futurist*

Tino Schaedler, *founder, Optimist Design, Art Director, "Harry Potter," "V for Vendetta," "Real Steel"*

Speakers to be announced

