

WELCOME TO THE

 **lab.podcast**  
**UPFRONT 2016**

Co-Hosted By



**Michael Rapaport**  
Host of I AM RAPAPORT:  
STEREO PODCAST



**Alix Spiegel & Hanna Rosin**  
Hosts of Invisibilia

A Special Thank You to Our Presenters



# #PODCASTUPFRONT

SEPTEMBER 7, 2016 – TIME INC. HENRY R. LUCE AUDITORIUM

10:00AM – 8:30PM

TIME	SESSION	SPEAKERS
10:00a-10:05a	<b>IAB</b> <i>Welcome</i>	<b>Randall Rothenberg</b> – President & Chief Executive Officer, IAB
10:05p-10:25a	<b>Questlove &amp; Malcolm Gladwell</b> <i>Fireside Chat</i>	<b>Questlove</b> – Board Member, NYPR <b>Malcolm Gladwell</b> – Host, Revisionist History
10:25a-10:50a	<b>Wondery</b> <i>Everybody Loves a Good Story</i>	<b>Hernan Lopez</b> – Founder & Chief Executive Officer, Wondery <b>Davy Rothbart</b> – Host, FOUND <b>David Rheinstrom</b> – Host, Secrets, Crimes & Audiotape
10:50a-11:15a	<b>Authentic</b> <i>Voices, Shows &amp; Results</i>	<b>Mark McCrery</b> – Chief Executive Officer, Authentic <b>Ira Glass</b> – Host & Executive Producer, This American Life; Editorial Advisor, Serial <b>Ed Begley Jr.</b> – Host, Begleyesque <b>Rachelle Carson Begley</b> – Host, Begleyesque <b>Burnie Burns</b> – Founder, Rooster Teeth
11:15a-11:40a	<b>Midroll</b> <i>Discover the Intimacy of Podcast</i>	<b>Lex Friedman</b> – Chief Revenue Officer, Midroll <b>Katie Couric</b> – Host, Katie Couric <b>Brian Goldsmith</b> – Co-Host, Katie Couric <b>Chris Ryan</b> – Host, The Ringer <b>Marc Maron</b> – Host, WTF with Marc Maron <b>Surprise Host – New Show Announcement!</b>
11:40a-11:50a	<b>Break</b>	
11:55a-12:20p	<b>WNYC Studios</b> <i>Reinventing Audio for a New Generation</i>	<b>Margaret Hunt</b> – Chief Finance Officer, NYPR <b>Sean Rameswaram</b> – Producer, WNYC Studios <b>David Remnick</b> – Host, The New Yorker Radio Hour <b>Phoebe Robinson</b> – Host, 2 Dope Queens <b>Kari Axberg</b> – VP Strategy & Experience, New York Life
12:20p-12:45p	<b>HowStuffWorks</b> <i>Real People. Real Results.</i>	<b>Jason Hoch</b> – Chief Content Officer, HowStuffWorks <b>Chuck Bryant</b> – Host, Stuff You Should Know <b>Tracy Wilson</b> – Host, Stuff You Missed in History Class <b>Holly Frey</b> – Host, Stuff You Missed in History Class <b>Cristen Conger</b> – Host, Stuff Mom Never Told You <b>Caroline Ervin</b> – Host, Stuff Mom Never Told You
12:45p-1:10p	<b>Panoply</b> <i>Leaders in Content, Technology &amp; Ad Solutions</i>	<b>Brendan Monaghan</b> – Chief Executive Officer, Panoply <b>Matt Turck</b> – Chief Revenue Officer, Panoply <b>Andy Bowers</b> – Chief Content Officer, Panoply <b>Alexa Christon</b> – Head of Media Innovation, GE <b>Laura Correnti</b> – EVP Managing Director Media, Giant Spoon <b>Gretchen Rubin</b> – Host, Happier
1:10p-2:05p	<b>Lunch</b>	Presented by American Public Media

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2:05p-2:10p	<b>IAB</b> <i>Welcome Back</i>	<b>Randall Rothenberg</b> – President & Chief Executive Officer, IAB
2:10p-2:30p	<b>Edison Research</b> <i>Trends in Podcasting</i>	<b>Larry Rosin</b> – President, Edison Research
2:30p-2:55p	<b>NPR</b> <i>We Have Their Ears</i>	<b>Anya Grundmann</b> – VP Programming & Audience Development, NPR <b>Guy Raz</b> – Host, TED Radio Hour <b>Ophira Eisenberg</b> – Host, Ask Me Another <b>Steve Katelman</b> – EVP Global Strategic Partnerships, Omnicom Media Group <b>Jack Meyers</b> – Media Ecologist & Founder, MediaVillage.com
2:55p-3:20p	<b>ESPN Podcasting</b> <i>Sports, Storytelling &amp; the Unexpected</i>	<b>JonPaul Rexing</b> – Senior Director Sales, ESPN <b>Jody Avirgan</b> – Host, FiveThirtyEight Elections <b>Nate Silver</b> – Editor in Chief, FiveThirtyEight <b>Abby Wambach</b> – Host, Fearless Conversations with Abby Wambach <b>Matthew Berry</b> – Host, Fantasy Focus Football
3:20p-3:45p	<b>Time Inc.</b> <i>Iconic Brands, Audible Connections</i>	<b>Michael Duffy</b> – Editorial Director, Time Inc. <b>Susanna Schrobsdorff</b> – Host, You Must Remember This <b>Ray Rahman</b> – Entertainment Weekly What To Watch <b>Amy Wilkinson</b> – Entertainment Weekly What To Watch <b>Padma Lakshmi</b> – Special Guest
3:45p-3:55p	<b>Break</b>	
4:00pm-4:25p	<b>AdLarge</b> <i>Celebrating Podcast Superpowers</i>	<b>Jay Green</b> – VP Digital Content Partnerships, AdLarge <b>Yvonne Lacey</b> – VP Digital Sales Development, AdLarge <b>Cathy Csukas</b> – Chief Executive Officer & Co-Founder, AdLarge <b>Gary Schonfeld</b> – Chief Executive Officer & Co-Founder, AdLarge <b>Jim Breuer</b> – Host, The Metal In Me <b>Surprise Host – New Show Announcement!</b>
4:25p-4:50p	<b>Play.it Podcast Network (A CBS Radio Property)</b> <i>Hear What You've Been Missing</i>	<b>Adam Wiener</b> – EVP & GM, CBS Local Digital Media <b>Andi Poch</b> – SVP of Sales, CBS Local Digital Media <b>Erin Moriarty</b> – Host, 48 Hours <b>Stassi Schroeder</b> – Host, Straight Up with Stassi <b>Chuck Nice</b> – Host, Nice Advice with Chuck Nice <b>DJ EFN</b> – Host, Drink Champs <b>Surprise Host – New Show Announcement!</b>

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TIME	SESSION	SPEAKERS
4:50p-5:15p	<b>PodcastOne</b> <i>Four Years Old, Forty Years in the Making</i>	<b>Norm Pattiz</b> – Founder & Executive Chairman, PodcastOne <b>Shaquille O’Neal</b> – Host, The BIG Podcast with Shaq <b>Adam Corolla</b> – Host, The Adam Corolla Show <b>Surprise Host – New Show Announcement!</b>
5:15p-5:30p	<b>IAB</b> <i>Close &amp; Thanks</i>	<b>Randall Rothenberg</b> – President & Chief Executive Officer, IAB
5:30p-8:30p	<b>Cocktails &amp; Networking</b>	Presented by PodcastOne Supported by CBS and Public Media Marketing

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## Thank You Again to Our Presenters

