

# Video and Mobile Panels **iab.** @ **SXSW**

<u><a href="#">The Next Multibillion Opp: Marketing in Messaging</a></u>	
<p><i>Friday, March 11 12:30PM - 1:30PM</i></p> <p><i>Hilton Austin Downtown Salon J 500 E 4th St</i></p>	<p><b>IAB Member Company Speaker:</b> Lesley Robin, Dir Social Strategy, <b>Comedy Central</b> and Robert Candelino, VP of Mktg/GM for US Haircare, <b>Unilever</b> (with Snaps and Kik Interactive)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What's the next big opportunity in digital marketing?</li> <li>2. How can brands tap in to the opportunity and organically engage audiences where they are spending most of their time?</li> <li>3. What strategies can marketers implement and what tools are available to help navigate marketing in messaging?</li> </ol>
<u><a href="#">Mobile Deep Linking: Let's Talk About Apps, Baby</a></u>	
<p><i>Friday, March 11 5:00PM - 6:00PM</i></p> <p><i>JW Marriot Salon D 110 E 2nd St</i></p>	<p><b>IAB Member Company Speaker:</b> Conor Dougherty, Technology Correspondent, <b>The New York Times</b>; Danny Bernstein, Dir, Prod Partnerships – Integrations, <b>Google</b>; and John Milinovich, CEO, <b>URX</b> (with Vurb)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What is mobile deep linking, why should we care, and how is it integral to a more vibrant mobile web and search experience for consumers?</li> <li>2. What is the benefit to companies and developers of incorporating these mobile deep links into the mobile experiences they are offering?</li> <li>3. How are Google, URX, and Vurb working to combat "app fragmentation"?</li> </ol>
<u><a href="#">Content Creation and the Future of Sports TV</a></u>	
<p><i>Saturday, March 12 9:30AM - 10:30AM</i></p> <p><i>Four Seasons Ballroom AB 98 San Jacinto Blvd</i></p>	<p><b>IAB Member Company Speakers:</b> George Barrios, Chief Strategy &amp; Financial Officer, <b>WWE</b>; Robyn Peterson, CTO, <b>Mashable, Inc.</b>; Tara Maitra, Sr. VP &amp; GM of Content &amp; Media Sales, <b>TiVo</b> (with MLB)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How do global sports and entertainment brands adapt to the shifting media consumption habits and platform preferences of their fan bases?</li> <li>2. What affect does OTT/direct to consumer have on the pay TV ecosystem?</li> <li>3. What's next for MLBAM as a service provider and will a possible spin-off change anything?</li> </ol>
<u><a href="#">Big Box Office: Marketing Films in a Mobile World</a></u>	
<p><i>Saturday, March 12 2:00PM - 3:00PM</i></p> <p><i>Austin Convention Center Room 12AB 531 E 4th St</i></p>	<p><b>IAB Member Company Speakers:</b> Doug Neil, EVP, <b>NBC Universal</b> and Jim Underwood, Global Head of Entertainment Strategy, <b>Facebook</b></p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. As entertainment audiences fragment, how does your mobile strategy differ between tentpole films and genre films to ensure box office wins?</li> <li>2. How do studios use mobile to gain audience insights and help drive hit films?</li> <li>3. How do successful studios drive film discovery on a small screen and film consumption on a big screen?</li> </ol>

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<a href="#"><u>Video 2026: Innovation, Ubiquity, and More Slow-Mo</u></a>	
<p><i>Saturday, March 12</i> 2:00PM - 3:00PM</p> <p><i>JW Marriot</i> <i>Salon E</i> <i>110 E 2nd St.</i></p>	<p><b>IAB Member Company Speaker:</b> Dave Werner, Sr. Experience Designer, <b>Adobe Systems Inc.</b></p> <p>Session will cover: Video is evolving. Our social media feeds are increasingly filled with auto-playing videos. Cable television and appointment viewing are losing out to internet-enabled apps and services. You can film a 4K movie with your phone and have an app automatically generate all your edits. You can animate a character with performance-capture in a laptop webcam. YouTube stars are as famous as traditional celebrities. Police officers are wearing body cams. And 360 degree virtual reality experiences loom on the horizon. Join Adobe Senior Experience Designer Dave Werner as he highlights the current data and emerging trends to make some bold predictions about the future of video.</p>
<a href="#"><u>Social Media: The New TV Show Launchpad</u></a>	
<p><i>Saturday, March 12</i> 5:00PM - 6:00PM</p> <p><i>Austin Convention</i> <i>Center</i> <i>Room 12AB</i> <i>531 E 4th St.</i></p>	<p><b>IAB Member Company Speaker:</b> Alexandra Shapiro, EVP Marketing &amp; Digital – USA Network, <b>NBCUniversal</b> (with Vayner Media)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How should I use social media to drive awareness of my new show?</li> <li>2. How can I surface new social media opportunities hot enough to move the needle?</li> <li>3. What’s the best way to keep shows’ identities consistent across diverse social media platforms?</li> </ol>
<a href="#"><u>Smartwatch or Spyware? Considering Privacy and IoT</u></a>	
<p><i>Sunday, March 13</i> 3:30PM - 4:30PM</p> <p><i>JW Marriot</i> <i>Salon 3-4</i> <i>110 E 2nd St.</i></p>	<p><b>IAB Member Company Speaker:</b> Michael Farrell, Cybersecurity Editor, <b>The Christian Science Monitor</b>; Michelle Dennedy, Chief Privacy Expert, <b>Cisco</b>; and Ruby Zefo, VP Law &amp; Policy Group, <b>Intel Corporation</b></p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What are the primary privacy concerns when it comes to the spread of Internet connected devices?</li> <li>2. What's being collected about customers, and why? What should established IoT firms and startups consider when it comes to developing robust privacy policies to protect consumer data?</li> <li>3. If the private sector doesn't act to safeguard the data they collect, should the government intervene? What impact will that have on innovation?</li> </ol>
<a href="#"><u>Same Time Zone, Unique Challenges: Rio '16 Preview</u></a>	
<p><i>Monday, March 14</i> 11:00AM - 12:00PM</p> <p><i>Hilton Austin</i> <i>Downtown</i> <i>Salon K</i> <i>500 E 4th St.</i></p>	<p><b>IAB Member Company Speaker:</b> Rick Cordella, SVP &amp; GM, Digital Media, <b>NBC Sports</b> (with US Olympic Committee, Visa, and Blue State Digital)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. With the dominance of second screens, how should organizations be planning content for various channels around real-time moments?</li> <li>2. What will be different and unique around this year's Summer games than the World Cup in 2014?</li> <li>3. What have Nike and NBC Sports learned from driving traffic, awareness, and conversions around sporting events -- and maintaining momentum after?</li> </ol>

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<a href="#"><u>Lead, Not Follow: The Consumer's Mobile Journey</u></a>	
<p><i>Monday, March 14 11:00AM - 12:00PM</i></p> <p><i>Hilton Austin Downtown Salon H 500 E 4th St.</i></p>	<p><b>IAB Member Company Speaker:</b> Bill Clifford, Chief Revenue Officer, <b>SessionM</b>; Christopher Heine, Digital Editor, <b>Adweek</b>; Keith Schumann, Exec VP of Marketing, <b>Cricket Wireless</b>; and Shenan Reed, Pres of Digital, <b>MEC Global</b></p> <p>Session will cover: Brands, marketers and advertisers have grappled with finding the best way to engage customers on mobile. We've seen an evolution from generic "loyalty programs," to historical charting, to predictive targeting. But what's next?</p> <p>This session will walk through the different phases of customer engagement on mobile, identifying components like personalization and opt-in that were missing along the way and how they were improved - culminating in a look at how top brands are succeeding with customer engagement today: by leading customers through the purchasing journey rather than following them. Attendees will learn mobile engagement rules to achieve similar success within their own companies.</p>
<a href="#"><u>Selling with Sex: Brand Partnerships and Dating Apps</u></a>	
<p><i>Monday, March 14 11:00AM - 12:00PM</i></p> <p><i>Hilton Austin Downtown Salon J 500 E 4th St.</i></p>	<p><b>IAB Member Company Speaker:</b> Chloe Newsom, Dir/Social Engagement, <b>MXM</b> (with EightyTwenty, Happn, and W20 Group)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What's the most successful brand campaign you've seen executed on a dating app, and what defines a successful ad campaign on Tinder, etc.?</li> <li>2. When (if at all) would it be appropriate to partner with a dating app for a campaign that ISN'T targeted at millennials?</li> <li>3. What's the biggest mistake you've ever seen a brand make, when partnering with a dating/hook-up app for a campaign?</li> </ol>
<a href="#"><u>Brandertainment: How Norton Hacked Hollywood</u></a>	
<p><i>Monday, March 14 12:30PM - 1:30PM</i></p> <p><i>Austin Convention Center Room 12AB 531 E 4th St.</i></p>	<p><b>IAB Member Company Speaker:</b> Kathryn Kane, Sr. Dir. Norton Global Brand &amp; Campaigns, <b>Norton by Symantec</b> (with Grey, Filmbuff, and Junge Film)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What are the advantages and drawbacks of long-form branded content in comparison to other forms of advertising and marketing?</li> <li>2. When is the right time to leverage branded entertainment to deliver on my marketing and advertising goals?</li> <li>3. With people consuming entertainment in fragmented ways on so many channels, how can I ensure my story will reach the right audience at scale?</li> </ol>

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<u><a href="#">Breaking Down Borders Between TV and Online Video</a></u>	
<p><i>Monday, March 14 2:00PM - 3:00PM</i></p> <p><i>Four Seasons Ballroom CD 98 San Jacinto Blvd</i></p>	<p><b>IAB Member Company Speaker:</b> Erik Flannigan, EVP of Music &amp; Multi-Platform Strategy, <b>Viacom Music and Entertainment Group</b>; Lisa Hsia, Exec VP, Digital Media, <b>Bravo and Oxygen</b> (with the Hollywood Reporter and Vimeo)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How do you plan linear programming versus online content? What are the biggest differences when building linear and online series/content?</li> <li>2. Do you feel there is still a great divide between cable companies and the way consumers engage with video content today? If so, can/will it change?</li> <li>3. Do you view social media as a way to groom potential talent? Any examples of programs that straddle the line of traditional &amp; social programming well</li> </ol>
<u><a href="#">Future of Entertainment and “The Channel of You”</a></u>	
<p><i>Monday, March 14 2:00PM - 3:00PM</i></p> <p><i>Four Seasons Ballroom CD 98 San Jacinto Blvd</i></p>	<p><b>IAB Member Company Speaker:</b> Jim Denney, VP Prod Mgmt &amp; Strategy, <b>TiVo</b>; Josh Constantine, Editor-at-Large, <b>TechCrunch</b>; and Kendra Johnson, VP, Distribution &amp; Strategic Partnerships, <b>Maker Studios</b> (with Gracenote)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What data and technologies are necessary to enable “The Channel of You” to deliver content from various services and platforms?</li> <li>2. What impact will the “Channel of You” have on the current models across all entertainment verticals? How does this impact the consumer relationship?</li> <li>3. What are the primary challenges and opportunities for the entertainment industry at large? What will be the tipping point and driver of this trend?</li> </ol>
<u><a href="#">How Mobile Screens Drive Multiculturals to the Big Screen</a></u>	
<p><i>Monday, March 14 5:00PM - 6:00PM</i></p> <p><i>Four Seasons Ballroom CD 98 San Jacinto Blvd</i></p>	<p><b>IAB Member Company Speaker:</b> Rene Barasoain, US Industry Mgr, Multicultural, <b>Facebook</b> (with STX Entertainment)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How are mobile devices and mobile video ads impacting the film industry when promoting their films?</li> <li>2. What kind of success is the film industry seeing in using Facebook vs. traditional channels when marketing their films?</li> <li>3. How can brands, across all industries, leverage Facebook to deliver the most personalized and relevant content to their target audiences?</li> </ol>
<u><a href="#">Designing for Smartwatches</a></u>	
<p><i>Tuesday, March 15 9:30AM - 1:30PM</i></p> <p><i>JW Marriot Salon A 110 E 2nd St.</i></p>	<p><b>IAB Member Company Speaker:</b> Brandon Schmittling, Sr Interaction Designer, <b>Huge</b> and Matthew Jocelyn, Visual Designer, <b>Huge</b></p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How does a smartwatch app really work?</li> <li>2. What does a user-first design process look like when applied to a wearable app project?</li> <li>3. How does a team go about scoping and designing smartwatch and wearable apps in general?</li> </ol>