

## AGENDA

### MONDAY, JULY 15<sup>th</sup>

#### 6:00 pm - 8:00 pm: Welcome Reception and Networking Dinner

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### TUESDAY, JULY 16<sup>th</sup>

#### 8:30 am - 9:30 am: Networking Breakfast

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#### 9:30 am - 10:00 am: Welcome and Recap

#### 10:00 am - 10:45 am: Scene Setter

*Heather Moosnick, Senior Vice President, Content Partnerships, Hulu*  
*Randall Rothenberg, Chief Executive Officer, IAB*

#### 10:45 am - 11:45 am: What I Need from TV

Brands share their perspectives on buying (and deploying) TV and video.

*Jeff Hagen, Group Director of Connections Planning and Investment, Coca-Cola*  
*Katie Jokipii, Senior Manager of Acquisition and Mass Media, Dollar Shave Club*  
*Dave Spector, Co-Founder and Co-CEO, ThirdLove*

#### 11:45am-12:45pm: The Future of Ad-Supported Video

- What factors determine how and where consumers are willing to spend their time and money?
- Is “free” the ultimate price point in a sea of targeted ad-supported and subscription offerings?
- How do the different platforms co-exist in an unbundled world?

*Harold Morgenstern, Senior Vice President, National Head of Advertising Sales, Pluto*  
*Peter Naylor, Senior Vice President of Advertising Sales, Hulu*  
*Laura Molen, President of Ad Sales, NBCUniversal*

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#### 12:45 pm - 2:00 pm: Networking Lunch

**2:00 pm - 3:00 pm: Roundtable Discussions**

Attendees will choose to attend one of the four roundtable conversations.

**A. Redefining Entertainment**

*Location: Laviana A*

- How long will the conventional entertainment format last?
- What does entertainment mean?
- What is the difference, in consumers' minds, between user-generated and traditional content?
- Do people graduate from shorter to longer-form content?
- What does massive growth of esports (ex: Fortnite) mean for future audience engagement models?
- How much do devices inform our expectations of what can, or should, be consumed?
- What are the implications of 5G on future video experiences?"

*Rachael Haley, Marketing Director, Airbnb*

*Marinn Jackson, Head of Premium Sales & Strategy, Verizon Media*

*Walker Jacobs, Chief Revenue Officer, Twitch*

*Mike Reidy, Senior Vice President, Digital Ad Sales, NBCUniversal*

**B. Measurement and Performance Expectations**

*Location: Laviana B*

- How are brands measuring performance on video?
- Should long-form and short-form video be measured differently?
- How do emerging brands make sense of fragmented post-GRP metrics?
- Does measurement matter anymore, or is everything focused on attribution?
- How will Project OAR impact the space?

*Christina Beaumier, Vice President, TV Platform, Xandr*

*Adam Gerber, President, Global Media Essence*

*Michael Tuminello, Vice President, Publisher Products, IAS*

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**C. Reshaping our Relationship with Consumers**

*Location: Kingfisher A*

- How is consumer behavior changing, and how are media companies changing the way they reach and engage with consumers?
- How will media's new direct-to-consumer offerings reshape the OTT environment, from the perspectives of advertising, content, and consumer expectations?
- What is a unified experience in a multiscreen world?
- How do you make your brand relevant to the consumer in front of you?

*Verna De Jesus, Head of TV and Streaming, Amazon*

*Meryl Draper, Founder, Quirk*

*Travis Howe, Senior Vice President, Platform Ad Sales Strategy & Global Operations, ESPN*

*David Rolfe, EVP, Director of Integrated Production, BBDO*

## **D. Navigating Data Strategies, Regulation and the Future of Addressability**

*Location: Kingfisher B*

- With more organizations turning their focus to data, how do they balance navigating regulation with innovation?
- How do efforts such as OpenAP 2.0 and Project OAR interoperate and enable advertisers to build and reach new audiences across linear and connected TV?
- What does the new regulatory climate mean for audience-based, cross-platform buying, especially as new data sources, such as ACR, come into play?

*Dave Grimaldi, Executive Vice President, Public Policy, IAB*

*Chris Hock, Head of Business Strategy, Adobe*

*Anthony Katsur, Senior Vice President, Digital Strategy and Operations, Nexstar Digital*

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### **3:15 pm - 4:15 pm: Breakouts**

Attendees will choose to attend one of the four roundtable conversations.

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### **4:15 pm - 4:45 pm: Networking Break**

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### **4:45 pm - 5:30 pm: Closing Remarks and Report Backs**

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### **6:00 pm - 8:00 pm: Networking Reception and Dinner**