

TheOTTNews Summit

June 11, 2019 • Agenda

9:00 – 9:30 a.m. OTT: The Complete Picture

Katie Larson, VP Brand Strategy and Innovation at Magid, will open the Summit with a rundown of the latest data on OTT usage plus a forecast of major potential changes in the space involving vMPVDs, emerging hybrid subscription/advertising models, and anticipated moves from important players.

PRESENTER: Katie Larson, Magid, VP, Brand Strategy and Innovation

9:30 – 9:45 a.m. Fireside Chat:

PRESENTED BY  Microsoft

AI & the Cloud: Transforming News Production and Delivery

9:45 – 10:30 a.m. **Keynote: Jon Steinberg**, Cheddar, CEO and Founder
Jon Steinberg, CEO and founder of millennial-targeted news site Cheddar, shares the story of the brand's rapid growth across the OTT and digital ecosystem. That growth has enabled Cheddar to widen its news focus and expand its hours of original daily broadcasting from its home base on the trading floor or the New York Stock Exchange to Los Angeles, the White House, and beyond.

10:30 – 10:45 a.m. Networking Break

10:45 – 11:30 a.m. Creating the Right Local News Content for OTT

SPONSORED BY  DALET

What are the best strategies for packaging and presenting local news on OTT? How is technology helping and hindering workflow at newsrooms where news is also being produced for linear TV, online, and mobile?

MODERATOR: Michael Depp, TVNewsCheck, Special Projects Editor

PANELISTS:

Scott Ehrlich, Sinclair – STIRR, VP, Emerging Platform Content

Stephane Guez, Dalet Digital Media Systems, Co-Founder and Chief Technology Officer

Ian Stinson, Cox Media Group, Executive Director, Digital Audience and Product

Adam Wiener, CBS Local Digital Media, EVP, General Manager

11:30 – 11:45 a.m. Fireside Chat:

PRESENTED BY  bitcentral

Transforming Online Economics at Media Companies

11:45 a.m. – 12:30 p.m. Creating the Right National News Content for OTT

How are national news organizations versioning and creating bespoke content for their streaming channels? What are the challenges to moving their brands into the OTT space?

MODERATOR: Harry Jessell, TVNewsCheck, Editor and Co-Founder

PANELISTS:

Tony Brown, Newsy, Chief of Staff

John Fiedler, Fox News and Fox Business, EVP, Digital Products and Technology

Nancy Lane, CBS News Digital, VP and Senior Executive Producer, Programming and Development

Rajin Persaud, CNN Digital Products, VP

Colby Smith, ABC News, SVP, Content and Partnerships

12:30 – 1:30 p.m. Luncheon

1:30 – 2:15 p.m. Apps: Build or Buy?

What's the best strategy – build or buy – in choosing the right app for optimizing a news organization's presence and influence on OTT?

MODERATOR: Dan Rayburn, Frost & Sullivan, Principal Analyst, Digital Media Group

PANELISTS:

Jeremy Jones, Weather Group, Head of Product and Innovation

Roma Kojima, CBC, Senior Director OTT Video

Ashutosh Nayak, CBS News Digital, VP, Engineering

Rajin Persaud, CNN Digital Products, VP

2:15 – 2:30 p.m. Euronews Case Study

PRESENTED BY  DALET

2:30 – 3:15 p.m. Discovery, Audience Building, Measurement, and UX

How are OTT technology and marketing leaders collaborating to find viewers, build audience, and ensure the best user experience? What challenges to measurement continue to present themselves, and how can the industry overcome them?

MODERATOR: Michael Senzon, The Weather Channel,

Executive Director, Digital Content

PANELISTS:

Jonathan Beard, Graham Media Group, Director of Digital Product Development

Kaizar Campwala, ABC News, VP, Business Operations and Insights

Kerry Oslund, Tribune Broadcasting, VP, Strategy and Business Development

Roma Kojima, CBC Gem, Senior Director OTT Video

3:15 – 3:30 p.m. Networking Break

3:30 – 4:15 p.m. Taming the OTT Ad Stack

How are broadcasters managing, tracking, and billing DAI? How are engineers dealing with the different ad stacks at vMPVDs they are working with? How are OTT advertising platforms handling the mass of viewing data that broadcasters and ad agencies must manage?

MODERATOR: Janet Stilson, TVNewsCheck, Contributing Writer

PANELISTS:

Brian Hunt, Sinclair Digital Group, Head of OTT and CTV Advertising Sales

Adam Noble, Hearst Television, Head of Ad Products and Partnerships

Blake Sabatinelli, Newsy, CEO

4:15 – 4:30 p.m. Networking Break

4:30 – 5:15 p.m. Monetizing OTT

SPONSORED BY  IBM Watson Media

What are the best strategies for pricing, marketing, and selling subscriptions?

Where is the ad revenue coming from? What do broadcasters need to do to sell more advertising on OTT and how can they best package it with linear and digital?

MODERATOR: Michael Depp, TVNewsCheck, Special Projects Editor

PANELISTS:

Alan Blackburn, KSL TV, Sales Manager

Dave Francois, E.W. Scripps Company, Managing Director, OTT and Product Strategy, Local Media Division

Tamara Franklin, IBM, VP, Media and Entertainment, Industry Solutions

Anthony Katsur, Nexstar Media Group, SVP, Digital Strategy, Corporate Development, and Operations

Erin Overstreet, Gray Television, Director of Digital Sales

Continued >

5:30 - 6:30 p.m. **Cocktails on the Rooftop Veranda**

SPONSORED BY

Host Sponsor



Title Sponsor



Event Sponsors



KEYNOTE SPEAKER BIO:

Jon Steinberg, Cheddar, Founder and CEO



Steinberg is the founder and CEO of Cheddar, the leading Post Cable Network. Cheddar is live eight hours a day broadcasting from the trading floor of the New York Stock Exchange, the glass corner of the Flatiron Building inside the Sprint store, Los Angeles, and the White House. It is available on Sling TV, Amazon, Philo, Twitter, Pluto TV, Twitch, Comcast X1, and 60% of smart TVs in the U.S.

Steinberg sits on the board of Bustle and is an advisor to TheSkimm and Taboola.

He was most recently the chief executive officer of DailyMail.com, North America. Steinberg grew U.S. revenue 45% while at Daily Mail and doubled direct advertising revenue.

Steinberg joined DailyMail.com from BuzzFeed where he was president and chief operating officer, responsible for business management, company operations, finance, and social advertising operations from 2010 to 2014. Under his leadership, BuzzFeed became a global and profitable social advertising business working with over half of the top 100 brands. He grew the company from 15 employees to over 500. In 2012, Steinberg was named one of AdAge's Media Mavens.