TVOT

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- **Lauren Wetzel**, CEO, InfoSum
- **Matt Spiegel**, EVP of TruAudience Growth Strategy, TransUnion
- **Michael Hahn**, EVP and General Counsel, IAB
- **Mike Petrella**, Managing Director of Strategic Partnerships, Kinective by United Airlines
- **Seema Patel**, Executive Leader, Advanced Advertising, Data Strategy and Growth/Co-Founder, TechBae (Moderator)

9:50-10:20AM
<u>Live Room</u>
Branded Entertainment: What's Actually Important and How Do We Put It All Together?
(Thanks to Session Sponsor, Leap Media Group!)

This session will bring together leaders in the burgeoning branded-entertainment space to share their insights into how to take advantage of this rapidly evolving marketing medium. Panelists include:

- **Chris Pizzurro**, Chairman, Leap Media Group
- **Kate Diranna**, Media and Sponsorship Strategy Lead, Spectrum (Charter)
- **Michele Fino**, CEO, Michele Fino, LLC (Moderator)
- **Paul Furia**, Head of Content and Creative Packaging, Media By Mother

9:50-10:20AM
<u>New York Room</u>
TV Measurement in the Machine Era

AI, by way of Computer Vision, Natural Language Processing, and Machine Learning, will close many of the gaps in today's measurement business. This session will explore how recent advancements in AI will remap the measurement landscape. Panelists include:

- **Albert Thompson**, Managing Director of Digital, Walton Isaacson (Moderator)
- **Charlene Polite Corley**, VP of Diverse Insights and Partnerships, Nielsen
- **David Algranati**, Chief Innovation Officer, Comscore
- **Kailyn Hartmann**, VP of Advanced Analytics and Intelligence, VAB

10:20-11:00AM
<u>Live Room</u>
Local CTV in 2025: The Roadmap to Revenue Growth
(Thanks to Session Sponsor, MNTN!)

BIA estimates that ad spending targeting CTV in local markets will approach $3 billion in 2025, nearly tripling CTV spending in 2020. Local TV groups, FASTs, premium AVOD services, more powerful adtech, identity graphs, and stronger local sales initiatives are driving this revenue growth. After a bang-up year in 2024 with over $1 billion in Political ad spending in local CTV, what is the outlook for 2025 and how will revenue growth be achieved? Publishers, DSPs and SSPs weigh in what they are seeing and how they're expecting to drive success. Panelists include:

- **Brian Hunt**, Corporate VP/Head of National Digital, Programmatic and OTT/CTV Ad Sales, Sinclair
- **Cary Tilds**, GM of Local, MNTN
- **Chris Signore**, VP/Head of Revenue—Ad Server, Magnite
- **Jeremiah Tachna**, VP of Sales, Disney Advertising
- **Peter Jones**, Head of Sales, Premion
- **Rick Ducey**, Managing Director, BIA Advisory Services (Moderator)

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10:20-11:00AM
New York Room
To VID or Not to VID

In the ongoing and multiple discussions around improving US video audience measurement, there have been plans announced for, or at least references made to, *Virtual IDs*—i.e. the creation of synthetic identifiers to assign impressions to a lookalike audience in a way designed to preserve consumer privacy. This panel will explain how VIDs work, the broader value of—as well as challenges with—virtual data, and why they do (or do not) represent the future for cross-media measurement. Panelists include:

- **Andrew Bradford**, Global Product Lead, Cross Media Campaign Measurement, Kantar Media
- **Helen Katz**, EVP/Head of Research, Publicis (Moderator)
- **Howard Shimmel**, Head of Strategy, datafuelX
- **Leslie Wood**, Former Chief Research Officer, iSpot.TV
- **Michael Vinson,** Chief Research Officer, Comscore
- **Sable Mi**, Analytic Strategist

11:00-11:40AM
Live Room
Overcoming Fragmentation in TV Advertising
(Thanks to Session Sponsor, ShowSeeker!)

 ShowSeeker®

As far as the viewer is concerned, TV is just TV, regardless of what screen it is viewed on and regardless of whether it is delivered over the air, via cable or satellite or via the Internet. But behind the scenes, the advertising that makes that TV possible is served and bought in very different ways, linear and streaming inventories are siloed, and this fragmentation inevitably gives rise to inefficiency and complexity. This session will explore ongoing efforts to break down these legacy silos, converge linear and streaming media channels, reintegrate inventories, and enable new efficiencies by allowing buyers and sellers to focus fully on audiences rather than on platforms. Panelists include:

- **Jeff Blaszak**, SVP of Business Operations and Strategy, ShowSeeker
- **Matthew Van Houten**, SVP of Product, Ad Ops Systems and Services, and Business Development, DIRECTV **Advertising**
- **Michele Stone**, VP of Advanced Advertising Product and Planning, Paramount
- **Paul Erickson**, Principal, Erickson Strategy & Insights (Moderator)
- **Rob Jayson**, EVP of Insights and Analytics, USIM
- **Steve Reynolds**, President, Imagine Communications

11:00-11:40AM
New York Room
The Power of Niche: Why Smaller, Highly Focused Streaming Services Wield Outsize Power with Consumers

Smaller streaming services that focus on specific areas of content have a number of advantages over general entertainment services, large or small. At the core of their opportunity is the fact that they serve fan passion of specific communities who—in general terms—often feel under-served within the media landscape. The successful "niche" services are those that become a part of the cultural landscape, and a resource for fans of their content specialism—whether it's horror, anime, British content, specific sports and more. Those that do it well become more important to users than some of the biggest names in the sector, experience lower than normal levels of churn, and create opportunities to engage consumers beyond the screen.

This panel draws on new Magid research and the perspective of executives who are building some of the strongest consumer propositions in streaming. Panelists include:

- **Jennifer Moon**, Head of Editorial and Programming Strategy, North America, BritBox
- **Mike Bloxham**, EVP of Global Media and Entertainment, Magid (Moderator)
- **Sam Zimmerman**, VP of Programming, Shudder
- **Sara Burns**, SVP of Programming and Strategy, Cineverse

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11:40AM-12:25PM
Live Room
Measurement and Optimization of Audiences and Outcomes

The market trend is toward placing more and more importance on outcomes, especially one-year sales lift. The traditional brand-lift measures (ad recall, brand awareness, brand consideration, purchase intent, recommendation, etc.) are to some extent being gradually replaced or augmented by sales lift. This may reflect growing suspicion of questionnaire-based methods, although they have been proven predictive of long-term sales. Many of the new people in the field do not remember all of the institutional knowledge that has been learned over the years.

There is a drift due to privacy concerns toward obfuscation of household/person-specific measures, including the idea of using Virtual IDs (VIDs) first raised by the walled gardens. This does some damage to audience measurements but is a showstopper for outcomes—a brick wall toward which the industry is accelerating as if it can't see that wall.

In media selection and especially in media optimization, is there a way to optimize for outcomes? Yes, it can be done by using historical outcome proofs and norms by media subtypes and even by individual media vehicles (programs, websites, apps). Recently the industry has focused on attention as the potential silver bullet to use in quality weighting some impressions up and some down. However, the evidence suggests that attention is better at optimizing top-of-funnel but not all that useful for bottom funnel. There are other quality weights like attention which can also be used, including resonance, search, website visit, store visit, and historical ROAS averages; TRA even used the skew to swing purchasers as a proven way of increasing sales list/ROAS.

In this panel discussion, some of the most knowledgeable media researchers in the world will be considering what are the priority needs of the industry at this time, in terms of measurement and optimization. Is there a "good enough" that can save the industry money, or does that fall apart when outcomes demand high degrees of accuracy? If privacy-led obfuscation relaxes the need for accuracy in the minds of practitioners for audience measurement, will they demand the removal of all obfuscation on outcomes measurements? How can such a disconnect work? Panelists include:

- **Bill Harvey**, Chairman, RMT (Moderator)
- **David Algranati**, Chief Innovation Officer, Comscore
- **Howard Shimmel**, Head of Strategy, datafuelX
- **Josh Chasin**, Principal, Knot Simpler
- **Pete Doe**, Chief Research Officer, Nielsen
- **Radha Subramanyam**, Chief Research and Analytics Officer, CBS

11:40AM-12:25PM
New York Room
All About Ad-Supported Streaming
(Thanks to Session Sponsor, Stingray!)

According to recent research from Kantar, ad-supported streaming is experiencing substantial growth and achieving greater consumer acceptance, with AVOD up 10% and FAST up 6% quarter-on-quarter in Q2, 2024, and with 49% of households now open to watching advertising in exchange for a cheaper—or free—streaming experience. This session will examine the current state of the ad-supported streaming economy and debate how it should evolve going forward.

Questions to be addressed include: What kinds of partnerships between content providers, services and platforms are emerging in the space? What kinds of content are proving popular on free streaming services (and what kinds aren't?) and how is this impacting programming development, packaging and distribution strategies? How are FAST and AVOD channel operators branding and promoting their offerings and making them easily discoverable by consumers? What new monetization opportunities are emerging from FAST's and AVOD's ability to reach niche and traditionally underserved audiences? Without uniform measurement standards, shelving or other criteria to track viewership, how should we measure the success and profitability of FAST and AVOD? What are the greatest challenges facing monetization of streaming content via advertising? And, with less than a quarter of consumers (according to Kantar's

research) finding the ads that monetize their streaming services relevant and only 20% reporting linking a streaming ad to a purchase, what still needs to be done in order to improve the viewer experience of ad-supported streaming and marketers' return on their investment in the medium.? Panelists include:

- **Brandon Pankey**, CEO, Artist Presented Experiences (APEX)
- **Jennifer Stamm**, Head of Marketing and Business Development, Haystack News
- **Michael Nagle**, Principal, Ashling Digital (Moderator)
- **Mike Bloxham**, EVP of Global Media and Entertainment, Magid (Moderator)
- **Paul Kontonis**, CMO, Revry
- **Rick Bergan**, Head of Content Distribution, Stingray

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12:25-1:10PM
Lobby, Live Room and NY Room
Lunch and TVOT CONNECT 1:1 Speed Meet

In this, the first of two sessions presented by **TVOT CONNECT**—the online discussion, networking and business-development community that **TVOT** launched earlier this year in partnership with **nScreenMedia**—participants will be randomly matched with one another and with TVOT speakers for a series of 4-minute meetings. During these meetings, each executive pair will get to ask each other up to 3 questions from a pre-set list of questions that are designed to catalyze informative conversations about their respective roles in the industry, their latest projects, the opportunities and challenges they see emerging in their industry sectors, and more. This 1:1 Speed Meet session and the Roundtable session later in the day will be open to all attendees, regardless of whether or not they're already CONNECT members. Session facilitators include:

- **Colin Dixon**, Chief Analyst, nScreenMedia
- **Holly Leff-Pressman**, Chief Client Engagement Officer, Screen Engine/ASI
- **Tracy Swedlow**, Editor-in-Chief, ITVT/Co-Producer, TVOT

1:10-1:45PM
Live Room
TV, Meet Attention
(Thanks to Session Sponsor, Fandom!)

Fandom

Reach is nothing more than potential. Pushing your network logo is mere vanity. The real war has always been for Attention. Participating in it, curating it, or stealing it require inventiveness. From multiplatform television, to new means of product placement, to the programmatic ecosystem, to the commoditization of the buy, the sea change is omnipresent. Panelists include:

- **Albert Thompson**, Managing Director of Digital, Walton Isaacson (Moderator)
- **Anthony Iaffaldano**, VP of Sales, Marketing and Insights, Fandom
- **Harry Levenson**, Director of US Sales, Lumen
- **Hassan Babajane**, CRO, Tvision
- **Tinashe Chaponda**, CEO, Sosani Studios

1:10-1:45PM
New York Room
Exit Planning for Advanced TV Companies

This session will explore financial strategies for planning your company exit. What are current market conditions? When do you raise versus sell? How do acquirers value profitability versus growth? The session will include the perspectives of entrepreneurs, financial investors, and strategic companies. Panelists include:

- **André Swanston**, Chairman, Swanston Organization
- **Narendra Nag**, CSO, A Parent Media Co. (APMC)/Victory+
- **Richard Glosser**, Managing Director, Oaklins DeSilva+Phillips (Moderator)

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- **Sheila Dharmarajan**, Head of Investor Relations and Business Development, ZMC

1:45-2:25PM
Live Room
Brandformance: Can CTV Nail the Brand-Building-plus-Performance Combination that so Many Marketers Seek?

This session will see top marketers and media practitioners debating whether CTV advertising can deliver the Holy Grail of the advertising world: powerful, measurable brand-building, coupled with strong, even more measurable sales effects and ROI, all in the same campaign. Panelists include:

- **Dave Morgan**, CEO, Simulmedia (Moderator)
- **Robert Tas**, Partner, McKinsey & Company
- **Sam Bloom**, CEO, Camelot (PMG)
- **Seth Haberman**, CEO, Sense Education

1:45-2:25PM
New York Room
Battle of the Bundles: Why Streamlining Subscriptions Wins Over Today's Consumers

Between TV, movies, gaming and music, people are using more entertainment subscriptions than ever. So many in fact that complexity has become their biggest challenge. In this session, Hub Entertainment Research Founder and Principal, **Jon Giegengack**, will present an exclusive first look at the latest wave of Hub's *Battle Royale* study, which tracks the biggest needs of consumers in the subscription economy. Then, Giegengack will lead a panel of experts to discuss the biggest opportunities to use bundles to attract and keep subscribers. Panelists include:

- **Jason Cohen**, CEO, MyBundle.TV
- **Jon Giegengack**, Principal, Hub Entertainment Research (Moderator)
- **Giles Tongue**, VP of Marketing, Bango
- **Shannon McKenzie**, Director of Creative Products and Platform Experience, Content Distribution, NBCUniversal

2:25-3:00PM
Live Room
Forget About the Streaming Wars, the OS Wars Are Heating Up

If you've been hearing a lot about the TV OS lately, there's a good reason: the operating system is the key to everything from content to discovery, from advertising, to measurement. In this panel, we'll hear from some of the key players in the space, explore the differences between TV OS's tied to manufacturers, tech companies and the independent white-label players, while exploring what's new in interfaces and why the real battle is outside the US. Panelists include:

- **Alan Wolk**, Principal, TVREV (Moderator)
- **Dallas Lawrence**, CSO, Telly
- **Jim Turner**, VP of Product Management, Streaming Platforms, Synamedia
- **Justin Fromm**, Head of Insights and Thought Leadership, Samsung Ads
- **Matthew Durgin**, VP of North American Content and Services, LG Electronics

2:25-3:00PM
New York Room
Update on Advanced Advertising from Major Publishers and Advertising Agencies

Continuing a trend that started over 15 years ago, the advertising industry continues to bring to market amazing new capabilities that refine advertising execution. Yet in spite of these new capabilities, a tremendous amount of dollars are spent on linear TV using basic age/sex demographics.

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This panel will present both the buy-side and sell-side perspective on advanced advertising on the TV glass: Where are we and what's been successful? What are the challenges to greater deployment of these capabilities? And what changes need to happen to enable that greater deployment? Panelists include:

- **Brad Stockton**, EVP/Head of US Media Investment Solutions, Dentsu
- **Brian Lin**, SVP of Product Management, Advertising, TelevisaUnivision
- **Erica Barnes**, Director of Strategic Audience Sales and Partnerships, A+E Networks
- **Howard Shimmel**, Head of Strategy, datafuelX (Moderator)
- **Mariel Estrada**, Head of Video Currency, Omnicom Media Group

3:00-3:30PM
Live Room
Can We Save Great Television?

With the rush to produce boatloads of "popular" programming, and extreme financial pressure on studios and distributors, we have all but abandoned the quest for Great Television. Is there a business model that will support "the good stuff" in today's ecosystem? This panel will explore the options that may, in fact, be expanding as the streaming industry evolves. Panelists include:

- **David Bianculli**, TV Critic and Guest Host, "Fresh Air with Terry Gross" (NPR)
- **Diana Pessin**, CMO, BritBox
- **Jonathan Barzilay**, COO, PBS
- **Rick Howe**, The iTV Doctor (Moderator)

3:00-3:30PM
New York Room
The AI/TV Content Connection

Is content crafted all or partly through artificial intelligence the next giant TV programming leap? Will viewers embrace live-action or animated series, specials and made-for-TV movies produced this way? Hear from and interact with executives at new ventures pioneering this AI direction. Panelists include:

- **Alejandro Matamala-Ortiz**, Co-Founder and Chief Design Officer, Runway
- **John Attard**, Founder and Producer, Showdog Studio
- **Rob Bralver**, Co-Founder and Creative Director, DreamFlare
- **Simon Applebaum**, Host, "Tomorrow Will Be Televised" (Moderator)

3:30-4:10PM
Live Room
Contextual to the Rescue: Is this the Superhero that Saves CTV?

Contextual targeting is having a moment. Proponents say it solves a world of hurt on CTV, fixing everything from privacy issues to transparency, measurement, frequency and scale issues. We'll hear from some of the top companies in the space in this follow-up to TVREV's new Special Report on Contextual Targeting on CTV. Learn who is doing what, why it matters and how it can help you too. Panelists include:

- **Alan Wolk**, Principal, TVREV (Moderator)
- **Dave Bernath**, General Manager, Americas, Wurl
- **Natasha Potashnik**, Head of Data, Research and Measurement, Vevo
- **Raghu Kodige**, CEO, Anoki
- **Rohan Castelino**, CMO, IRIS.TV
- **Stefan Maris**, Chief Partnerships Officer, Gracenote, A Nielsen Company

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3:30-4:10PM
New York Room
Raise Your Hand if You're Ready to Try Something Else! A Plan to Fix the US TV Measurement Ecosystem

The problems in US TV measurement are well known. Solutions? That's a matter of perspective. What we're doing now isn't working very well… perhaps it's time for a new plan? Industry luminaries **Jonathan Steuer** and **Julian Zilberbrand** will plot a different path for US TV measurement—a path that entails both a level of actual collaboration never before seen in the US TV ecosystem and coordination by a collaborative industry body—in order to make measurement functional (again?).

Steuer and Zilberbrand will introduce their concept and share the thought process leading up to their recommendations. Then a panel of measurement experts will debate the merits of the plan, the feasibility of pulling it off, and whether there is any hope for the US TV industry to survive its current spiral into big-tech oblivion. Join us for what promises to be a spirited conversation and debate! Panelists include:

- **Helen Katz**, EVP of Measurement, Publicis
- **Jon Watts**, Managing Director, Coalition for Innovative Media Measurement (CIMM)
- **Jonathan Steuer**, CEO, Anonymous Media Research (Co-Moderator)
- **Josh Chasin**, Principal, Knot Simpler
- **Julian Zilberbrand**, CEO, Ivey Milton Consultants (Co-Moderator)
- **Leslie Wood**, Former Chief Research Officer, iSpot.TV

4:10-4:45PM
Live Room
Local TV Sports: Past, Present—and Future?

This session will bring together representatives of broadcast station groups, RSNs and sports-focused streaming technology companies to discuss and assess the rapid changes that are now occurring in the local sports segment. Issues to be addressed include: ongoing challenges facing RSNs; how local broadcasters are stepping up with new sports offerings to (at least partially) fill the gaps that have opened up as a result of those challenges; the rise of team- and league-owned direct-to-consumer streaming; the implications of the sports leagues' ongoing movement towards centralized national contracts; and more. Panelists include:

- **Chris Thorman**, SVP of Digital Media, Monumental Sports Network
- **Narendra Nag**, CSO, A Parent Media Co. (APMC)/Victory+
- **Rick Allen**, CEO, ViewLift
- **Tim Hanlon**, CEO, The Vertere Group (Moderator)
- **Tony Lamerato**, VP of Revenue and Sponsorships, Scripps Sports

4:10-4:45PM
New York Room
Video Is a Full-Funnel Solution

TV is often considered the greatest branding and awareness mechanism in marketing history. Despite the belief in TV's power to impact the top of the funnel, middle and lower funnel actions have frequently been attributed elsewhere. In this session we will explore the innovations in measurement that are enabling marketers to verify what they've always known: video is a full-funnel solution. Join us as we discuss the technology, capabilities and partnerships that are making full-funnel measurement a reality. Panelists include:

- **Ben Vandegrift**, VP of Measurement Solutions and Innovations, VAB (Moderator)
- **Celeste Castle**, EVP/Head of Research and Measurement, Dentsu
- **Katy Loria**, CRO, FreeWheel
- **Travis Clinger**, Chief Connectivity and Ecosystem Officer, LiveRamp

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4:45-5:20PM
Live Room
But What Can AI Do for Me Now?

This session will explore advanced AI applications that are making money or saving money in video streaming services right now. Panelists include:

- **Anjali Midha**, CEO, Diesel Labs
- **Colin Dixon**, Chief Analyst, nScreenMedia (Moderator)
- **Deepna Devkar**, SVP of Machine Learning and AI—Global Streaming, Warner Bros Discovery
- **Philippe Petitpont**, CEO, Moments Lab
- **Zack Rosenberg**, CEO, Qortex

4:45-5:20PM
New York Room
Addressable TV in a Time of Transition

This session will explore the role that Addressable Advertising is playing as a) TV becomes an increasingly fragmented medium, with viewership distributed over a wide variety of linear and streaming platforms, and b) advertisers seek to overcome ongoing cookie deprecation. With Addressable frequently touted as a solution to such fragmentation and data deterioration (according to recent research from Advertiser Perceptions, 65% of advertisers say that cookie deprecation is making them more likely to consider Addressable), panelists will attempt to assess the validity of this claim, to identify the kinds of advertisers and campaigns that can particularly benefit from Addressable in a rapidly transitioning media market, and to lay out the challenges and opportunities that will arise in Addressable TV as viewing habits continue to change and the data space continues to evolve. Panelists include:

- **Alexandra Sobrino**, Director of Addressable Sales, Disney Advertising
- **Brett Hurwitz**, Business Lead, Addressable TV, Yahoo
- **Darren Sherriff**, VP of Advertising Technology Solutions, Fox
- **Eric Haggstrom**, VP of Business Intelligence, Advertiser Perceptions (Moderator)
- **Mari Tangredi**, SVP and General Manager of Audience Solutions, Cadent
- **Rob Jayson**, EVP of Insights and Analytics, USIM

5:20-5:45PM
Live Room
The CMO Perspective

At the end of a day in which multiple new advanced-advertising technologies, strategies and best practices have been showcased, discussed and debated, this session will feature reactions and feedback from the marketing chief of one of the brands whose campaigns will be powered by these emerging tools. Participants include:

- **Michele Fino**, CEO, Michele Fino, LLC (Moderator)
- **Michelle Fernandez**, Head of Technology, Content and Marketing, Nokia

5:20-5:45PM
New York Room
TVOT CONNECT Roundtables
(Thanks to Session Sponsor, Screen Engine/ASI!)

In this, the second of two sessions presented by **TVOT CONNECT**—the online discussion, networking and business-development community that **TVOT** launched earlier this year in partnership with **nScreenMedia**—TVOT attendees and speakers will be able to gather in small groups (roundtables) to discuss key takeaways from the show, identify important themes that have emerged in the course of the day, offer new insights that the show's debates and

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discussions have inspired, and share their thoughts on topics they would like to see explored at future TVOT shows and TVOT CONNECT sessions.. Chatham House rules will apply. This Roundtable session and the 1:1 Speed Meet session earlier in the day will be open to all attendees, regardless of whether or not they're already CONNECT members. Discussion leaders include:

- **Colin Dixon**, Chief Analyst, nScreenMedia
- **Holly Leff-Pressman**, Chief Client Engagement Officer, Screen Engine/ASI

5:45-6:30PM
Lobby, Live Room and New York Room
Cocktail Reception

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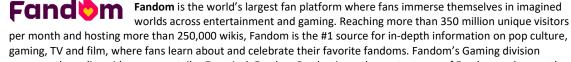
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Leap Media Group delivers TV shows and TV advertising to the right audience, at the right time, on the right platform. With over 35 years as award-winning video producers, distribution executives and advertising planners/buyers, Leap Media Group has the knowhow and the tools to take your TV show and TV advertising to market, on time and on budget. For more information, visit www.leapmediagroup.net.

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competition. The business intelligence team at Advertiser Perceptions provide timely and actionable guidance enabling clients to improve their products and services, strengthen their brands, and drive more revenue. For more information, visit www.advertiserperceptions.com.

Anonymous Media Research is focused on measurement methods and technologies to address hybrid linear + on-demand media viewing patterns and social-media sharing behaviors that have become the norm among consumers. The company's patented and patent-pending media measurement systems and methods enable true understanding of consumers' use of media across multiple devices and platforms. For more information, visit www.anonymous.media.

Ashling Digital builds partnerships on behalf of FAST channels, content owners, platforms and producers in Streaming, OTT, AVOD and SVOD. The company leverages and builds meaningful relationships while optimizing content strategy for a broader audience and to increase brand awareness and channel performance. Ashling Digital was founded by Michael Nagle (formerly with MTV, Bloomberg, Playboy and USA TODAY). Nagle is an established change-maker in media. Whether you need a sales or marketing, contract negotiation or a strategy for getting your branded content onto streaming platforms, Ashling focuses on building meaningful relationships and dialogue. For more information, visit www.ashlingdigital.com.

BIA Advisory Services is the leading authority for broadcast and digital media advertising forecasts, strategic consulting, and valuation services. The company's forecasts offer current, historical, and forward-looking insights and analysis on the local media marketplace. Access to the firm's data is available via subscription, custom research projects, and individual reports. BIA analysts can assist you directly with product planning, revenue generating and local sales initiatives. Contact the company today to see how it can help you with your advanced TV goals. For more information, visit www.bia.com or email info@bia.com.

Chris Pfaff Tech Media is a New York-area consultancy and advisory firm that supports the needs of global technology and new media entrepreneurs in the areas of market and business development, go-to-market strategy, strategic marketing and public relations and investment consulting. The company supports ventures from launch to re-launch, and from transition to spin-off. Its clients include self-funded start-ups, institutional venture capital-backed ventures, strategic/corporate ventures, incubation-stage companies, as well as global accelerators. For more information, visit: www.chrispfafftechmedia.com.

datafuelX is a leading analytics and technology provider, specializing in multi-currency, cross-platform optimization for the television industry. The company was created to help sellers and buyers extract greater value from their data and transform advertising by enabling media, agencies and brands to engineer better outcomes. With its full-service SaaS platform, M3, datafuelX is constantly innovating to drive improved revenue management for publishers, more precise results for advertisers, and a satisfying viewing experience for consumers. For more information, visit www.datafuelX.com.

Erickson Strategy & Insights is an industry analysis, strategy, and advisory consultancy. It is led by Paul Erickson, a 20+ year veteran industry and competitive analyst of the media and entertainment technology and consumer electronics sectors. Prior to founding the company, Erickson was Research Director for Entertainment and CE at Parks Associates, and also worked at Omdia, IHS Markit (now S&P Global Market Intelligence), and NPD DisplaySearch (now Circana). His coverage has spanned streaming video services and platforms, pay and broadcast TV, connected CE, content security, UI/UX technologies, smart home, gaming and more. For more information, visit www.ericksoninsights.com.

Since 2013, **Hub Entertainment Research** has measured and tracked how technology changes the ways consumers discover, choose and consume entertainment content. Hub works with the largest networks, pay TV operators, streaming providers, and studios. For more information, visit the company's website at www.hubresearchllc.com and subscribe to its newsletter at hubintel.substack.com.

Founded in 2023, **Ivey Milton** is a small, boutique advertising consulting firm that strives to help clients successfully navigate and thrive in a complex and competitive media ecosystem. For more information, visit: www.iveymilton.com.

Magid is a strategy consulting firm committed to revealing and harnessing underlying human truths that enable brands to deliver extraordinary value to their consumers. Fueled by a team of creative-analytical thinkers who understand human behavior and content as a thread running through modern life, Magid has helped brands

become—and remain—an essential part of people's lives. Magid was founded by social psychology professor Frank N. Magid in 1957. The firm is headquartered in Minneapolis, Minnesota with major offices in New York City and Los Angeles. For more information, visit www.magid.com.

Michele Fino, LLC helps brands, non-profits, production companies and networks with their branded entertainment and purposeful storytelling. The company believes that great storytelling can elicit behavior change…but people have to see it first. The company helps both secure current interest in your mission and ensure future demand. It generates limitless creative ideas for branded content, distribution and marketing and, most importantly, it knows the right players in the industry and strategically how to execute on these deals. Let's make great content together and make Doing Good famous. For more information, email michele@michelefino.com.

nScreenMedia is dedicated to the new world of over-the-top media delivery to all the screens in a consumer's life. It offers commentary on current events, links to deep analysis of market movements, coverage of important conferences and shows, and interviews and podcasts discussing events of our time. Industry analyst consultant Colin Dixon founded it as a resource for the digital media industry as it transitions to the new infrastructure for multi-screen delivery. For more information, visit www.nscreenmedia.com.

RMT is a pioneering company with Emmy-winning technology and roots in early AI (1997). Machine learning and the world's first research-grade set-top box data provided the discovery of the 265 psychological variables driving choice behavior. RMT provides impression quality measures like attention but with greater sales and branding effects, as validated by NCS, 605, Neustar, Wharton Neuroscience, Simmons, and ARF Cognition Council. The use of RMT increases the full funnel outcome impact per media dollar and generates new insights relevant to creative strategy. RMT guarantees its results. The media which can currently gain access to RMT include TV/streaming and programmatic digital. For more information, visit www.rmt.solutions.

Screen Engine/ASI, headquartered in Los Angeles, CA, is a global market research and data analytics firm focused on maximizing market potential while assessing risk for clients in the entertainment and media industries. The firm specializes in all forms of content testing including movie test screenings, creative advertising testing, television program and gaming assessment, promo testing, exit polling, content lifecycle research, pre-release tracking of movie, TV and home entertainment titles, and a variety of digital entertainment research products through online, central site, and in-field intercept methods. As a full-service research and information agency, SE/ASI partners with entertainment, media and technology companies to provide a broad range of insights. For more information, visit www.screenengineasi.com.

TechBae has emerged as a much-needed community, supporting and uplifting its members, while simultaneously playing a critical role in nurturing the advancement of women in media and adtech. The organization is dedicated to advancing equality by creating meaningful connections via its events and mentoring programs for women across all levels. Founded in 2018, TechBae's community is comprised of women from over 100+ organizations spanning across all areas of the media ecosystem. For more information, visit www.adtechbae.com.

Tomorrow Will Be Televised, now in its 18th year, is an audio program/podcast about TV's current and future, simulcast live two/three times a week on TalkShoe and Facebook, then carried over more than 40 podcast platforms. Journalist Simon Applebaum hosts the program, which features breaking TV news, extended guest interviews, commentary and a classic trivia segment with prizes. Guests include network TV executives, show creators/producers, entrepreneurs launching new TV services, TV critics and pundits. For more information, visit www.tomorrowwillbetelevised.com.

TVREV is a leading brand that specializes in making complicated topics in the television and advertising industries easy to understand. With its expertise and unique approach, TVREV aims to educate and enlighten its audience while providing actionable insights and financial projections. The company offers a range of products and services, including its members-only Thought Leaders Circle program, where select companies have the opportunity to publish thought leadership articles and videos directly on TVREV. These articles are promoted to a large subscriber base and on social media. TVREV also conducts in-depth research and reports to help businesses understand specific issues and their impact. It provides hosted webinars, educational programs to bring teams up to speed on complex topics, and offers traditional consulting and advisory services. Additionally, TVREV's renowned speaker, Alan Wolk, can customize presentations on the future of the television industry and advertising for conferences. Whether it's sponsoring special reports, joining the Thought Leaders Circle, or utilizing its analyst services, TVREV is the go-to brand for industry leaders. For more information, visit: www.tvrev.com.

The TV of Tomorrow Show (TVOT) is co-produced by TMRW Corp. – Tracy Swedlow and Richard Washbourne

The Vertere Group is a boutique media industry strategic advisory and consulting firm specializing in helping innovation-seeking clients navigate the increasingly complex intersections among media, marketing, advertising, and technology. The company is proudly headquartered in Chicago, USA and is honored to be associated with some of the most strategic firms in the domestic and international media markets. For more information, visit www.verteregroup.com.

The **Video Advertising Bureau (VAB)**—whose members include the national TV networks alongside a broader community of influential media companies—plays a dual role in the video advertising industry. VAB is fiercely advocating for the changes that bring about a more innovative and transparent marketplace. VAB also provides the insights and thought leadership that enable marketers to develop business-driving marketing strategies. Visit VAB online and access its continuously growing content library at www.thevab.com.

Walton Isaacson (WI) provides strategic and creative solutions to some of the world's largest and most aggressive brand marketers. This innovative agency model marries award-winning, full-service advertising, digital and social capabilities across multiple disciplines, providing value and efficiency to partners. WI's marketing specializations include Lifestyle, Entertainment, Experiential, Sports and Branded Content, as well as cultural expertise across Black, Hispanic, LGBTQ and General Market consumer segments for such brands as Lexus, McDonald's, American Airlines, PNC Bank, and Bristol Myers Squibb. WI is headquartered in Los Angeles with additional offices in Chicago, Dallas and New York. For more information, visit www.waltonisaacson.com.

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