

ENTERTAINMENT EVOLUTION SYMPOSIUM

Creating New Business Opportunities with Data & Technology

September 21, 2022

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PROGRAM AT-A-GLANCE

HIRSCHER B:

9 – 9:30 a.m. Opening Remarks

9:30 – 10 a.m. OPENING KEYNOTE: Under the Feathers at Peacock

10 – 10:30 a.m. The 360 Degree View of Data

10:30 – 11 a.m. MORNING KEYNOTE: Transforming the Global Connected Consumer

11 a.m. Introduction to Breakout Sessions

11 – 11:20 a.m. NETWORKING BREAK

11:20 a.m. – 12:45 p.m. MULTI-TRACK BREAKOUT SESSIONS

HIRSCHER A: EFFICIENCY & SUSTAINABILITY *(details pg 6)*

HIRSCHER B: ETHICS, FINANCIALS & SYNDICATION *(details pg 8)*

HIRSCHER C: WORKFLOW, AWARDS & INSIGHTS *(details pg 10)*

12:45 – 2 p.m. NETWORKING LUNCHEON

HIRSCHER B:

2 – 2:30 p.m. AFTERNOON KEYNOTE: DEIA in Productions – Inclusion Policy and Playbook

HIRSCHER A: WEB3/NFT/METaverse

2:30 – 3 p.m. NFTs and the Metaverse: Culture, Community, Innovation and Web3

3 – 3:30 p.m. Digital Opportunities: How NFTs Create Opportunities for Intercollegiate Athletes and Women

3:30 – 4 p.m. NETWORKING BREAK

4 – 4:30 p.m. Web3 & the Metaverse – What's Real & What's Not

4:30 – 5 p.m. Balancing Business & Creativity Through Data: Who Exactly Is The Audience?

HIRSCHER B: SPORTS/ESPORTS

2:30 -3 p.m.How Data Drives Engagement and ROI in Esports and Gaming

3 – 3:30 p.m.....Esports and the Evolving Collegiate Experience

3:30 – 4 p.m.....NETWORKING BREAK

4- 4:30 p.m.The Media Genome: What’s the Katch?

4:30 – 5 p.m.....More Data = More Problems... STOP THE INSANITY!

HIRSCHER C: CONSUMERS & TRENDS

2:30 – 3 p.m.....Fan Touchpoints Part I: Shifting Perspective on Consumers to Evolve Business Models & Unlock Value

3 – 3:30 p.m.....Fan Touchpoints Part II: Shifting Perspective on Consumers to Evolve Business Models & Unlock Value

3:30 – 4 p.m.....NETWORKING BREAK

4 – 4:30 p.m.....Living on the Edge: Data Requirements for (Virtual) Production

4:30 – 5 p.m.....Creatives and their Ch-Ch-Ch-Changes

HIRSCHER B:

5 – 5:30 p.m.....It’s a Wrap! Next Steps in the (R)evolution

5:30 – 6 p.m.....CLOSING KEYNOTE CONVERSATION: One More Thing...The Ankler Weighs In!

6 p.m.Closing Remarks

6 – 7 p.m.....NETWORKING RECEPTION

CONFERENCE PROGRAM



Finley

9 – 9:30 a.m. Opening Remarks

Guy Finley, President & Chief Executive Officer, MESA

Claudio Ludovisi, Assistant Dean, Marketing & Strategy, Pepperdine Graziadio Business School

Amy Zwagerman, Program Manager, Pepperdine Graziadio Business School, Institute for Entertainment, Media, and Sports (IEMS)



Ludovisi



Zwagerman



Burke

9:30 – 10 a.m. OPENING KEYNOTE: Under the Feathers at Peacock

After years of espousing SVOD as the only way to launch successful streaming platforms, the industry has finally come around to the power of AVOD streamers. Two years ago, NBCUniversal bucked industry norms with the launch of Peacock, its first-of-its-kind AVOD streaming service, in a move that many of its biggest competitors are now seeking to emulate. Join Jenny Burke, Executive Vice President of Advertising Strategy at NBCUniversal, to hear more about why AVOD is having its moment in the industry sunlight, and how AVOD platforms allow for bigger and better business opportunities with marketers of every size. From ad experience and innovations to new data targeting capabilities, learn from one of advertising's best and brightest on what it takes to create a winning AVOD strategy and get a sneak peek at what NBCUniversal thinks is the next frontier of the advertising industry's future.

Jenny Burke, Executive Vice President, Advertising Strategy, NBCUniversal



Allen

10 – 10:30 a.m. The 360 Degree View of Data

Production, distribution and marketing all provide unique perspectives on data as business units and disciplines. From where to gather data, what's the impact and how to implement within their particular piece of the business, the conversation about data continues to deepen. But as data proliferates across organizations, these new information partnerships become increasingly valuable to the company by their connection, in real-time, both internally, and externally, to their customer(s) via platform, user or device.

Produced in cooperation with Living Hope Productions, this session gathers these unique perspectives to provide a foundation for conversations during EES about using data as a transformative element to drive new business opportunities across companies and throughout the industry.

Moderator: Hope Allen, Chief Executive Officer & Founder, Living Hope Productions

Panelists: Jeff Clanagan, President & Chief Distribution Officer, Hartbeat

Michael Smith, Chief Marketing Officer, NPR

Ken Nowling, Senior Vice President, Production, Universal Television/NBC Universal



Smith



Nowling



Clanagan



Hayes

10:30 – 11 a.m. MORNING KEYNOTE: Transforming the Global Connected Consumer

As the next generation of digital native is born into our connected world, national and international brands face the challenge of engaging the new, connected consumer on their terms and in a way that appeals to their lifestyle. This transformation is especially relevant for companies who've done business with their brand for 20, 30, even 100 years, or more, and requires a fresh perspective on collaborative tools, partnerships and platforms. This Virtual Keynote will explore how one of our most respected U.S. brands has met the challenge and offers insight into how they've applied their data-driven insights throughout the company.

Rob Hayes, Chief Business Officer, Dow Jones

Introduction: Claudio Ludovisi, Assistant Dean, Marketing & Strategy, Pepperdine Graziadio Business School

11 a.m. Introduction to Breakout Sessions

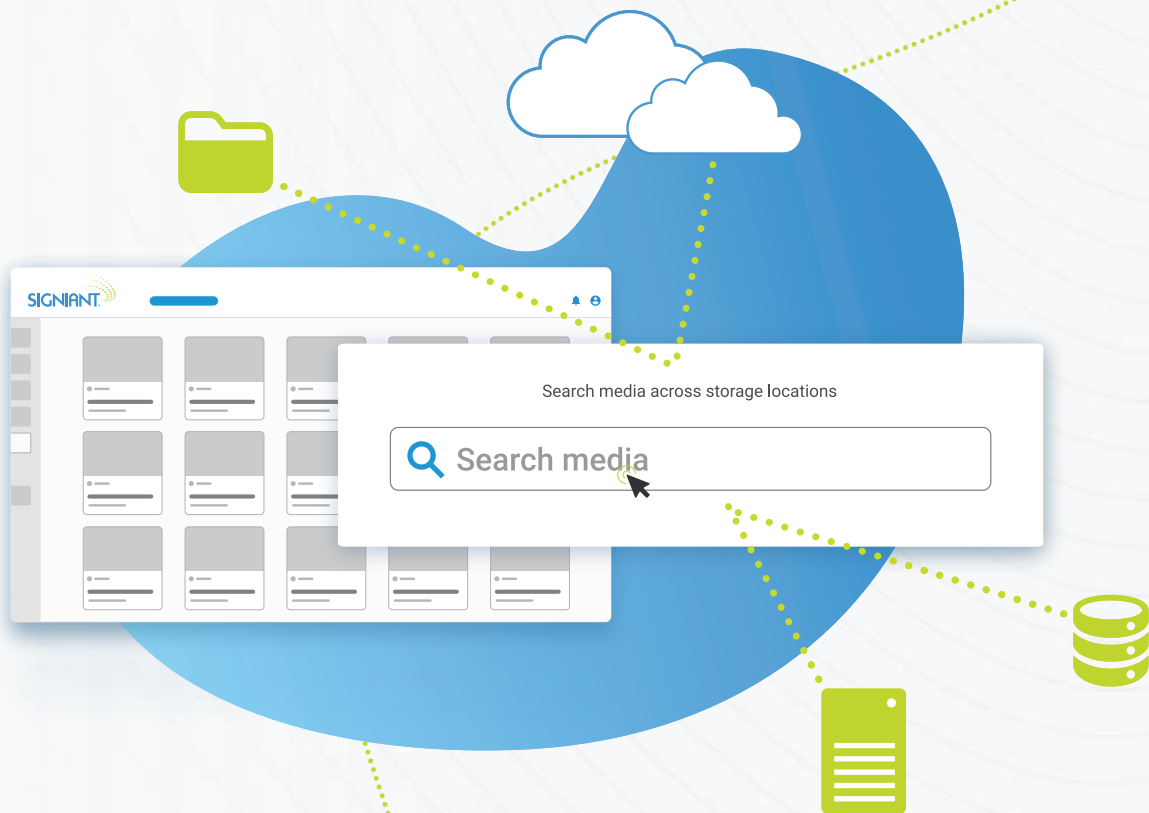
Guy Finley, President & Chief Executive Officer, MESA

11 – 11:20 a.m. NETWORKING BREAK



Media Engine

Search, preview, and take action on media assets across all Signiant-connected storage



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BREAKOUT SESSIONS

11:20 a.m. – 12:45 p.m. BREAKOUT SESSIONS

Subject matter experts share innovative ideas, processes, and perspectives in an interactive and intimate way. The audience are free to choose which topic/area they find most interesting. Sessions address key areas or themes on three separate tracks.

HIRSCHER A / TRACK 1: EFFICIENCY & SUSTAINABILITY

HIRSCHER B / TRACK 2: ETHICS, FINANCIALS & SYNDICATION

HIRSCHER C / TRACK 3: WORKFLOW, AWARDS & INSIGHTS

TRACK 1: EFFICIENCY & SUSTAINABILITY



Capstraw

11:20 – 11:50 a.m. The Unique Challenges of Managing Cloud Costs in Media & Entertainment

Most media companies are now using the cloud in some way and the number one challenge we hear is around managing and predicting costs. Signiant has been at the forefront of the cloud transition both in terms of operating its own SaaS platform at scale and in helping most of the world's top media companies on their cloud journeys. The Signiant Platform now moves petabytes of content to and from Amazon, Microsoft and Google and through that lens we've seen these challenges up close. This session will discuss insights learned along the way and common pitfalls to avoid on your cloud journeys.

Rick Capstraw, Chief Growth Officer, Signiant



Calabrese

11:55 a.m.- 12:10 p.m. Using AI to Level up Your Content and Marketing Decision-Making

Once thought of as a far-out future technology, AI is now something you use in everyday life. But when it comes to using AI for your entertainment insights and decision-making, it can feel overwhelming and hard to know where to start. In this presentation, you'll learn how AI can be a powerful, yet practical, new insights tool at your disposal. One that can help answer questions in new ways, and level up your decision-making. Join us as this session breaks down AI-powered consumer insights for the entertainment industry. No technical knowledge needed. This guide is a primer for all you creatives, researchers, and content executives.

Rich Calabrese, Vice President, Client Solutions, Vault AI



Pennington

12:15 – 12:45 p.m. Your Digital Business has a Physical Carbon Footprint, and it Matters More Than You May Know

As companies across all industries set impactful sustainability goals to help combat climate change one item is becoming crystal clear – Sustainability is a Team Sport, and companies with a clear program avoid getting 'picked last'. So, how will the Media & Entertainment industry reduce its environmental footprint? Is sustainability already a differentiator? Can we truly make progress without compromising the security of our most valuable content? This session will explore sustainability across the physical and digital realms and how companies can improve and achieve leadership without compromising security or performance; the importance of supply chains, including data centers; and the steps they can take to assess the performance of achieving their sustainability goals.

Chris Pennington, Director of Energy & Sustainability, Iron Mountain



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CONTENT & AUDIENCE INSIGHTS

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BREAKOUT SESSIONS

TRACK 2: ETHICS, FINANCIALS & SYNDICATION



Dworkin

11:20 – 11:50 a.m. The Ethical uses of Data, AI, and Machine Learning in Media & Entertainment

Media & Entertainment companies are turning more and more to AI and Machine Learning to help streamline operations, reduce costs, and improve the richness of information that can be made available to consumers. There are a very broad set of media and entertainment use cases that can leverage AI and ML — however, with great power comes great responsibility. AI models can be trained in ways that expose bias; Machine Learning applications can be leveraged to censor or politicize. This session will explore AI/ML uses for media and entertainment – and how to identify and potentially avoid ethical misuse.

Ira Dworkin, Managing Director of Communications, Media, and Entertainment, FPT Software

Phong Nguyen, Chief Artificial Intelligence Officer, FPT Software



Nguyen



Maysonet

11:55 a.m.- 12:10 p.m. Content Financials: Old Hollywood meets New Hollywood – Automating the workflow from Greenlight to Amortization

Content financing is becoming the central topic of interest as the media landscape changes to favor more streaming content while marginalizing exhibitors, cable, and television models. With that said, how do we manage the financial nuances of Direct to Streaming, Theatrical Releases, Television, and Home Entertainment Releases with the encroaching winds of change? With streaming eclipsing demand, the name of the game is subscribers, and it is quantity and quality that are the enablers. This shift has applied massive pressure to automate the upstream workflows. The various stakeholders across finance, marketing, production, and legal have been overwhelmed, and manual processes undermine speed to market and cost. The financial impacts of an approved concept can be costly and stressful; in anticipation, InvenioLSI has a product in production—developed in the world-class SAP ecosystems—that facilitates the management from concept creation through amortization.

James Maysonet, Vice President, Global Media & Entertainment, InvenioLSI



Atkins

12:15 – 12:45 p.m. Evolving New Syndication Models Driven by A.I.

Out of tens of millions of digital video creators Jellysmack's AI detects the most promising and partners with them to elevate their programming across multiple platforms — becoming the next syndication model. Our conversation features a veteran of MTV, HBO, Discovery and Yahoo! (to name a few), who has a unique vision of both where media has come from and where it's going. Learn why Jellysmack presents a unique data-driven business model that allows creators to focus on what they do best.

Sean Atkins, President, Jellysmack



IRON MOUNTAIN DATA CENTERS



Can media and entertainment companies sustainably – and securely – manage the physical footprint of their digital content?



Join Chris Pennington, Director of Energy & Sustainability for Iron Mountain Data Centers and Green Power Leader of the Year award recipient, for "Delivering Content - How Sustainable is the 'Last Mile'?" and see how to integrate sustainability in your business strategies.

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[IRONMOUNTAIN.COM/DATACENTERS](https://www.ironmountain.com/datacenters)



BREAKOUT SESSIONS

TRACK 3: WORKFLOW, AWARDS & INSIGHTS



Cole

11:20 – 11:50 a.m. Case Study: Improving Collaboration on Real-Time Projects with Perforce Helix Core

Join the creators of Perforce U College of Virtual Production as they discuss how Helix Core was used on a variety of real-time projects, including CG animation, in-camera VFX, and live events. The conversation will cover why each project used Perforce Helix Core, how the versioning tool was used, and how the project turned out.

Chris Swiatek, Chief of Product, ICVR

Katie Cole, Gaming Evangelist & Director, Product Marketing for Helix Core, Perforce
Ihar Heneralau, Co-Founder & Chief Executive Officer, ICVR



Heneralau



Deadrich

11:55 a.m.- 12:10 p.m. Future-Proof Your Business: the Transition from Physical to Digital Awards with Vision Media and Film Independent

Join this session for a conversation with Film Independent charting the transformation of physical awards into the digital era. Learn how the Film Independent Spirit Awards saw the need for digital flexibility early on and transformed physical-first workflows into an online awards experience with Vision Media. Like many studios, agencies, distributors, Film Independent was challenged over the past few years to find tools to support their awards efforts and were able to trust Vision Media for flexible and secure streaming. Learn how Vision Media helped its clients continue to deliver sensitive awards content amidst a backdrop of changing deadlines and dates all with best-in-class secure screening tools. Whether supporting transitions from DVDs to digital screeners, or informing theatrical delivery with its unique theatrical database, Vision Media helps its clients stay ahead of the curve. Learn how you can put measures in place to future-proof your business.

Jason Deadrich, Chief Technology Officer, Vision Media

Evan Ward-Henninger, Director of Membership, Film Independent



Ward-Henninger



Alex von Krogh

12:15 – 12:45 p.m. Must Have Data for 2023 – Get the Full 360 View of Tomorrow's Consumer, Today

The streaming wars have become more competitive than ever, and the battle to attract and retain consumers is at its peak. As the state of streaming continues to evolve, shifts in viewership are emerging from a Netflix-dominant world, and as platform choices increase, so does viewer frustration. The complex consumer is often met with simplistic recommendations based on only a partial view of their content preferences, creating a crucial need for the right insights, at the right time, for the right platform. Whip Media's first-party, always-on consumer insights provides deep viewer intelligence to predict content demand to help drive marketing, licensing, programming and development decisions. Join this session to learn how you can gain a deeper understanding of your consumer.

Alex von Krogh, Vice President Global Insights, Whip Media



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CONFERENCE PROGRAM

12:45 – 2 p.m. NETWORKING LUNCHEON

HIRSCHER B: MAIN STAGE



Gillespie

2 – 2:30 p.m. AFTERNOON KEYNOTE: DEIA in Productions – Inclusion Policy and Playbook

There is much to be done to improve representation in Hollywood, both in front of and behind the camera. Amazon Studios has long prioritized telling innovative and inclusive stories from a diverse range of creative talent and last year it launched its Inclusion Policy and Playbook, which creates mechanisms that hold us accountable to a high bar and provides a path toward a more equitable future in film and television. The global DEIA leader discusses how a resource like this can advance equity across the industry, and how can we use data to implement lasting change.

Latasha Gillespie, Executive Head of Global Diversity, Equity, Inclusion and Accessibility (DEIA) for Amazon Studios, Prime Video, and IMDb.

Introduction: Eric Iverson, Head of Product, Amazon Studios



Iverson



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answer to the increased
demand of production
budgeting.

CONFERENCE PROGRAM

HIRSCHER A: WEB3/NFT/METAVVERSE



Kinney

2:30 – 3 p.m. NFTs and the Metaverse: Culture, Community, Innovation and Web3

Our panelists will walk us through the anatomy of an NFT sale, examine the exciting world of virtual reality and the metaverse, and discuss how companies, artists and brands are creating and cultivating new and exciting opportunities for fans within Web3.

Christiane Kinney, President, Kinney Law, P.C.

Tori Stevens, Chief Executive Officer, SuperNFT



Stevens



Ehrlich

3 – 3:30 p.m. Digital Opportunities: How NFTs Create Opportunities for Intercollegiate Athletes and Women

For decades, intercollegiate athletes and women in sport and entertainment have not had optimal opportunities to monetize their name, image and likeness. An emerging technology, non-fungible tokens, is changing that through the ability to produce royalties into perpetuity. In this panel, Greig Carlson, a two-time NCAA Division I FBS Football Champion and founder of Hall of Goats, and Alicia Jessop, an Associate Professor at Pepperdine University and the founder of Ruling Sports, will discuss the unique, value-driven opportunities that NFTs present for historically marginalized groups.

Moderator: Michael Ehrlich, Founder, Playbook Marketing

Panelists: Alicia Jessop, Associate Professor, Pepperdine University

Greig Carlson, Chief Executive Officer, Hall of GOATS



Jessop



Carlson

3:30 – 4 p.m. NETWORKING BREAK

4 – 4:30 p.m. Web3 & the Metaverse – What’s Real & What’s Not

The promise of Web3 and the Metaverse echos the “launch” of the internet in the mid-1990s. But along with the promises (i.e. a multi-trillion dollar, global marketplace that leverages immersive technology to evolve the “web” experience) come a new wave of “what-ifs” that may drive excitement but many ignore the ultimate risks of moving large enterprises into new technologies. These sessions gather experts who are pioneering inventive ways to make Web3 and the Metaverse accepted, bankable and interoperable in a “no B.S.” conversation about when and how this revolution will unfold.

Lori H. Schwartz, Chief Executive Officer & Principal, StoryTech and Co-Chair, Web3 Council, NAB Show



Schwartz

4:30 – 5 p.m. Balancing Business & Creativity Through Data: Who Exactly Is The Audience?

In this session, we will discuss the powerful macro environment— audience, income, etc.— that should inform all commercial creative undertakings, whether in film, TV, gaming or beyond. In this fireside chat, we will look at some of the high-level drivers behind and the real size of the US market for premium creative products. You will be able to use this information to your business and creative advantage.

John Penney, Co-Founder, Elemental Content LLC



Penney



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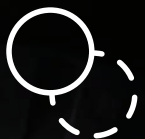
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HIRSCHER B: SPORTS/ESPORTS



Kleinman



Hallaba



Chung



Tight



Atkinson

2:30 -3 p.m. How Data Drives Engagement and ROI in Esports and Gaming

While data helps develop relationships with brands and influencers to their core audience it also connects dots to the broader ecosystem or platform of the game/experience. How do agencies develop a strategy for their clients that leverages the unique data being driven from these experiences? And how do companies turn that data into revenue for the creator, influencer, brand and platform? This session studies the evolution of data and its application within esports and gaming

Moderator: Gary Kleinman, Co-Founder, Skinz.gg and Founder, WHAM Network

Panelists: Mo Hallaba, Chief Executive Officer, Datawisp

Ryan Morrison, Chief Executive Officer, Evolved Talent and Founding Partner, Morrison Rothman LLP

Eric Yoon, Founder & Chief Executive Officer, Esports TV



Morrison



Yoon

3 – 3:30 p.m. Esports and the Evolving Collegiate Experience

The intersection of education and gaming has grown very fertile. But “gamefication” has truly evolved with Esports and the competitive side of esports is very active. Gamers can get college scholarships, NIL agreements and undergraduate degrees and, much like the traditional path of scholarship for professional athletics, Esports is a multi-billion dollar economy for universities. And while every student athlete may not make it to the “big leagues” it becomes a viable path to complete your degree. This session gathers experts who are pioneering inventive ways to use data as a foundation to grow this market and opportunity for collegiate success.

Moderator: Gary Kleinman, Co-Founder, Skinz.gg and Founder, WHAM Network

Panelists:

Jason Chung, Head of Esports, Zuber Lawler

Wim Stocks, Senior Vice President, Partnerships & Commercial, Belong Gaming & Vindex



Stocks

3:30 – 4 p.m. NETWORKING BREAK

4- 4:30 p.m. The Media Genome: What’s the Katch?

Designed by the creator of Pandora’s DNA, Katch’s Media Genome consists of over 2,500 elements to understand why we like what we like. It captures aspects from cinematography, context, directorial approach, and score through human-augmented AI. Join this conversation to learn more about the taste-driven future that this revolutionary platform provides for our industry.

Andrew Tight, Chief Executive Officer and Co-Founder, Katch

Moderator: Nelson Granados, Professor of Information Systems & Technology Management, Pepperdine Graziadio Business School

4:30 – 5 p.m. More Data = More Problems... STOP THE INSANITY!

There are a multitude of avenues through which companies can collect consumer data. Additionally, it’s become much easier to collect and use this data to drive a direct-to-consumer (D2C) strategy. With D2C, companies can gather data directly from interactions with consumers to allow for more detailed customer segmentation and ultimately better promotion and personalized product assortment. But with this data comes the need to house, analyze, secure and apply insights from data to business processes. While companies can acquire data in a variety of ways, there are SMART formulas to ensure a successful and secure data journey! These experts will reveal what is working for their organizations and what challenges they are currently up against.

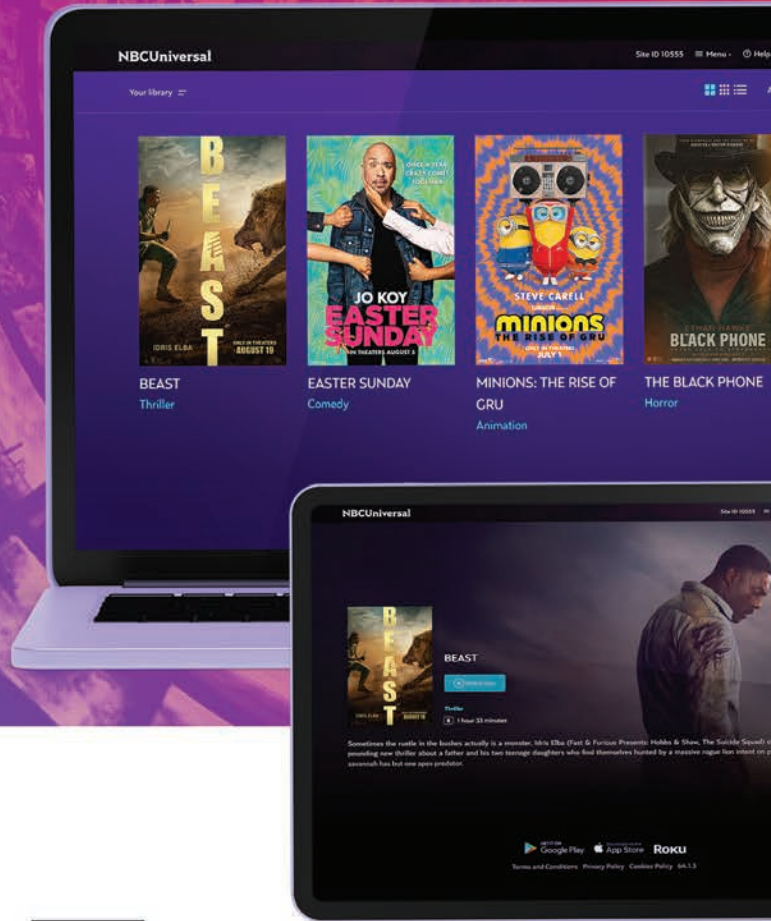
Moderator: Guy Finley, President & Chief Executive Officer, MESA

Panelists: Richard Atkinson, President, CDSA

Ben Strother, Cybersecurity Specialist, Fortinet



Strother



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CONFERENCE PROGRAM

HIRSCHER C: CONSUMERS & TRENDS



Gardiner

2:30 – 3 p.m. Fan Touchpoints Part I: Shifting Perspective on Consumers to Evolve Business Models & Unlock Value

Hear from industry experts about the macro trends which will impact entertainment companies of the future. They will discuss the latest technological, generational and cultural shifts, as well as the implications for market direction, strategy and future business models. Walk away with the key considerations to enable your organization to win in Entertainment 3.0.

Nairi Gardiner, (Former) Executive Vice President, Finance & Operations, Warner Bros. Entertainment
Liz Huszarik, (Former) Chief Research Officer & Executive Vice President, Warner Bros.

Introduction: **Nina Skorus-Neely**, Digital Advisor, Media & Entertainment Transformation, Microsoft



Huszarik



Skorus-Neely

3 – 3:30 p.m. Fan Touchpoints Part II: Shifting Perspective on Consumers to Evolve Business Models & Unlock Value

Nairi Gardiner, (Former) Chief Financial Officer, Warner Bros. Global Brands & Experiences
Liz Huszarik, (Former) Executive Vice President & Chief Research Officer, Warner Bros. Entertainment
Introduction: **Nina Skorus-Neely**, Digital Advisor, Media & Entertainment Transformation, Microsoft

3:30 – 4 p.m. NETWORKING BREAK



Tajkowski

4 – 4:30 p.m. Living on the Edge: Data Requirements for (Virtual) Production

On a VP set, the digital imagery displays and reacts in real-time, integrating live action photography with in-camera visual effects (ICVFX). As Camera to Cloud gains traction in onset technology stacks, the data associated with digital imagery multiplies exponentially. The high computing demands of the workflow and process are only as capable and reliable as the data center infrastructure that supports them. This session discusses how in-house data center infrastructure helps producers and creatives optimize workflow efficiencies to maximize on-set virtual AND traditional production outcomes aligned with long term evolution

Moderator: **Sean Tajkowski**, Technical Director, MEDCA

Panelists: **Dane Brehm**, Production Technologist, Cintegral.Tech

Bradley Greenberg, Senior Director, Coresite



Brehm



Greenberg



Rigney

4:30 – 5 p.m. Creatives and their Ch-Ch-Ch-Changes

No matter how much preparation, once on set (or near set!), adjustments within the virtual environment imagery are almost guaranteed to be requested. Making artistic changes during active production is an ‘all hands’ effort. Artists across multiple vendors, operating from disparate locations, and LED stage technicians who are delivering high resolution digital assets and environments to a volumetric stage need no-nonsense inter-connectivity to ensure a stable environment for the massive amount of data being transmitted, and stored. This exchange and more (camera to cloud) are supported by a facility’s in-house data center infrastructure, the fundamental layer of any data-centric workflow. This session discusses how getting updates to the stage as soon as possible saves money and maintains creative flow.

Moderators: **Eric Rigney**, Vice President, MEDCA

Panelists: **Jason Bautista**, Solutions Architect, Commscope

Dane Brehm, Production Technologist, Cintegral.Tech

Derek Powell, Director, Altman Solon

Sean Tajkowski, Technical Director, MEDCA

Tom Thudiyapackal, Virtual Production Producer, Senior M&E Solutions Architect, The Storyteller’s Desk



Powell



Thudiyapackal



Bautista



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HIRSCHER B:



Benoit

5 – 5:30 p.m. Should I Second That Emotion?

This session features a discussion about the evolution of testing content in the current data-driven era. Using technology to evaluate content, audience feedback and understanding emotion.

Melva Benoit, Founder & President, The Marian Dupree Group and Executive Professor, Digital Media and Innovation, Pepperdine University, Graziadio School of Business and Management

Charles Cantu, Chief Executive Officer and Founder, Reset Digital

Introduction: Claudio Ludovisi, Assistant Dean, Marketing & Strategy, Pepperdine Graziadio Business School



Cantu



McNulty

5:30 – 6 p.m. CLOSING KEYNOTE CONVERSATION: One More Thing...The Ankler Weighs In!

Hear from the leaders of Ankler Media as they discuss the radical transformation of Hollywood before, during and after COVID. The Ankler, their flagship brand, is Hollywood's most fearsome newsletter with the most buzzed-about coverage of M+E that speaks plainly about injustice and foolishness on all sides of the industry debate. In addition to the daily emergence of hot-button issues and next-level crisis, they've gained tens of thousands of subscribers with their coverage of the upheavals and dislocations of the streaming wars. As the stakes for survival escalate, our closing Keynote Conversation gives you their understanding of where our industry is heading as the "direct to consumer" strategy truly unfolds across the entire ecosystem of studio products (theatrical, broadcast, packaged media, electronic sell-through, etc.). Don't miss it!

Sean McNulty, Creator & Writer THE WAKEUP Entertainment Industry newsletter

Richard Rushfield, Editor-in-Chief, The Ankler



Rushfield

6 p.m. Closing Remarks

6 – 7 p.m. NETWORKING RECEPTION

Upcoming MESA Events:

Friday, November 4th

w/Infinity Festival, Los Angeles



Wednesday, November 16th

w/EIDR Annual Participant Meeting, London



Tuesday, December 6th

Skirball Cultural Center, Los Angeles



MESAonline.org/events



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- > SMART VAULT

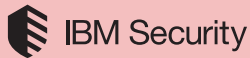


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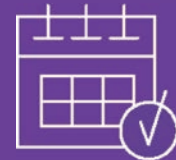
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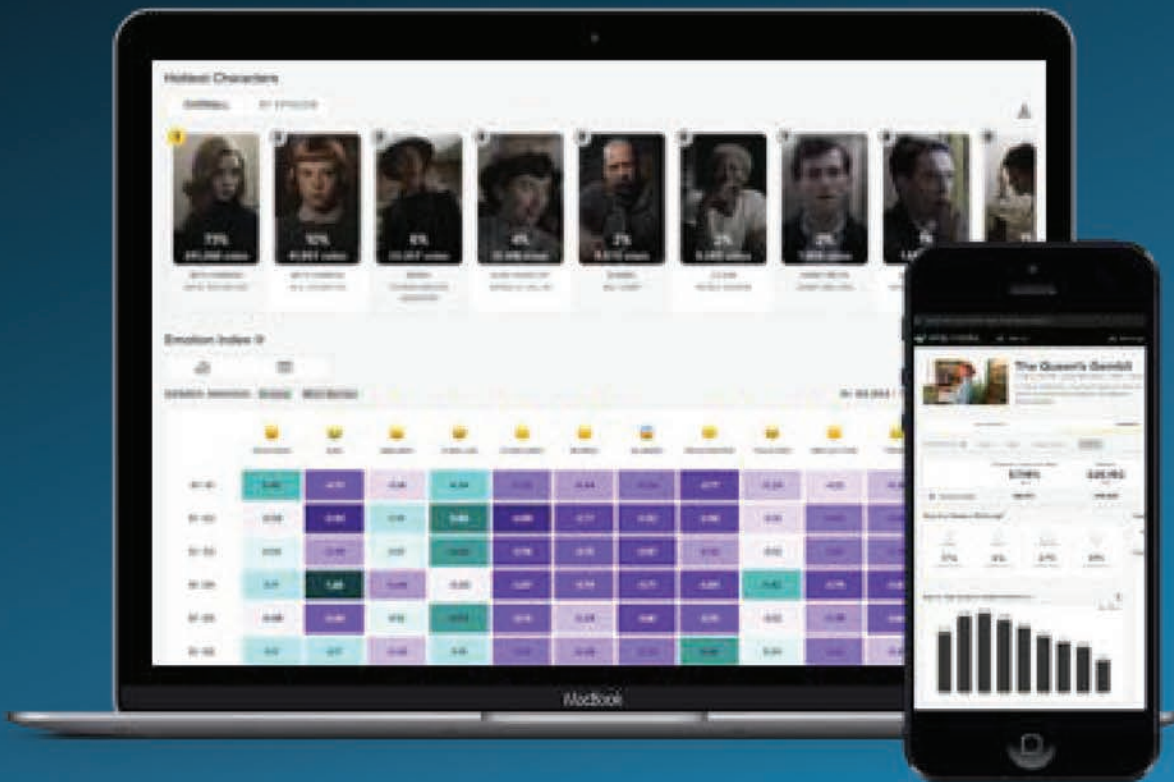
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