

## FORUM AGENDA

**7:00 – 8:00 am Registration and Continental Breakfast**

**8:00 – 8:15 am WELCOME:** Howard Horowitz, President, Horowitz Associates, Inc.

**8:15 – 8:45 am KEYNOTE PRESENTATION:** Susan Solano, Senior Vice President, Marketing, *Telemundo*

**8:45 – 9:30 am RESEARCH PRESENTATION AND Q&A:** *MULTICULTURAL'S BIG SHARE OF THE MARKET* Adriana Waterston, Vice President, Marketing and Business Development at Horowitz, will present the latest data from Horowitz' *State of Cable and Digital Media: Urban Markets* study with special focus on America's young, multicultural - Black, Hispanic, Asian, and urban white – millennials and their digital, multiplatform media habits. Get the data on both incidence and share of multiplatform viewing and learn about the role of multicultural content and advertising among these leading edge audiences who don't need to "transition" to digital; it's just the way of life. How do they bring TV entertainment habits to broadband and mobile, and, how do they bring interactive, social internet habits (back) to the TV? Q&A led by **Simon Applebaum**, Producer/Host, Tomorrow Will Be Televised.

**9:30 – 10:30 am PROGRAMMER/DISTRIBUTOR PANEL DISCUSSION:** *RELATIONSHIPS IN THE ECOSYSTEM: THE TIMES THEY ARE A CHANGIN'.* The relationship between programmers and distributors has always hung in relatively stable balance, driven by a desire to protect mutual best interests. Today, we are on the brink of revolutionary change. Is the mere existence of multiplatform TV – digital TV, broadband and mobile – destabilizing the relationship between programmers and distributors, each increasingly wary of the capability of the other? Will new delivery platforms and open access to content make new relationships and partnerships imperative? Everyone is trying to predict the future. How much will multiplatform TV shake up the media ecosystem? Will the change be big, or marginal? What are the major media companies doing—or not—to prepare for those new relationships, and preparing the consumer for the new ecosystem? ? Our panel of industry veterans will share their perspectives on the changes they foresee. **Panelists include: Mark Garner**, SVP, Distribution & Business Development, AETN; **Glenn Goldsmith**, VP, Programming, Mediacom; **Kimberly Hulsey**, SVP, National Accounts, TV One; **Philip Polk**, Director, Segmentation Marketing, Cox Communications; and **Brad Samuels**, EVP, Content Distribution, Fuse. Moderated by **Clayton Banks**, President, Ember Media.

**10:30 – 10:45 am PROGRAMMING SHOWCASE:** Presented by **Antonio Briceno**, VP, Programming and Distribution, *Imagina US*

**10:45 – 11:15 am Break & Networking**

**11:15 – 12:15 pm ADVERTISING PANEL DISCUSSION:** *REACHING CONSUMERS IN THE MULTICULTURAL MEDIA ECOSYSTEM.* With ad spending predicted to rise this year, what expectations do advertisers have from digital media and, in particular, from multicultural media? Tune in to a dynamic discussion among ad agency executives, media buyers, and networks about staying relevant in a multiplatform and multicultural world. Young people – those on the cutting edge of new, interactive, mobile and multiplatform technologies – are the multicultural audience we are all trying to reach. How can networks and advertisers relate to them in a multiplatform environment? What works on what platform? Learn how digital, broadband and mobile media can be used together to create meaningful experiences for young consumers – and achieve measurable results for advertisers and programmers. **Panelists include: John Fitzgerald**, VP, Digital Media Sales, ESPN Deportes; **Liz Sarachek-Blacker**, SVP, Digital Sales, Impremedia; **Antonio (Tony) Ruiz**, Partner, Chief Strategic Officer, The Vidal Partnership; and **Melvin Wilson**, Director of Interactive/Digital Strategy, Uniworld. Moderated by **Joe Schramm**, President, Schramm Marketing Group.

**12:15 pm Grand Prize Drawing for a TRIP FOR 2 TO PARIS, courtesy of TV5 Monde!**  
*You must be present at the time of the drawing to win.*

