

LEVERAGING CULTURE TO ATTRACT AUDIENCES IN A MULTIPLATFORM ENVIRONMENT

MARCH 16TH 2011, 8AM-1PM | THE ROOSEVELT HOTEL, NYC

FORUM AGENDA

- 8:00 am** **Registration and Buffet Breakfast**
- 8:45 am** **WELCOME: Howard Horowitz**, President, Horowitz Associates, Inc.
- 9:00 am** **RESEARCH PRESENTATION: Adriana Waterston**, VP, Marketing & Business Development, Horowitz Associates will present some of the latest data from Horowitz' study, *State of Cable and Digital Media: Multicultural Edition 2011*. Today's audiences are fragmented by multiple screens, influenced by social media, and taking more control of the "personalized" TV experience. How are America's young, multicultural - Black, Hispanic, Asian, and urban white - consumers using cross-platform media for entertainment and communications, and what impact, if any, will this have on the traditional TV business?
- 9:30 am** **KEYNOTE PRESENTATION: Glenn Enoch**, VP, Integrated Media Research, ESPN
- 10:00 am** **Break & Networking**
- 10:15 am** **KEYNOTE INTERVIEW: Diana Mogollón**, General Manager, mun2. Interviewed by **Mark Robichaux**, Editor-In-Chief, *Multichannel News*.
- 10:45 am** **PROGRAMMING PANEL DISCUSSION: CONTENT STRATEGIES FOR GROWING MULTICULTURAL AUDIENCES**. What impact is the younger generation of African Americans, Asians, and Hispanics having on the type of programming that they and their families are watching? This panel of programming and marketing executives representing pay TV providers, networks, and distribution companies discuss the unique challenges of attracting and serving culturally-diverse audiences with generationally-diverse interests in a multi-screen environment. **Panelists include: Jaideep Janakiram**, VP, International Business – Head of North America, Sony Entertainment Television, Asia; **Joe Lawson**, Director of Content Strategy & Acquisition, Verizon FiOS Content Team; **Philip Polk**, Director, Segmentation Marketing, Cox Communications; **Rafe Oller**, SVP, Marketing, nuvoTV; and **Curtis Symonds**, CEO, HBCU Network. Moderated by **Clayton Banks**, CEO/President, Ember Media Corporation.
- 11:30 am** **PROGRAMMING SHOWCASE**
- 11:45 am** **ADVERTISING PANEL DISCUSSION: ATTRACTING MORE ADVERTISERS TO THE GROWING MULTICULTURAL SEGMENT**. We have all seen the reports. New advertisers dedicated more budget to multicultural ad spend in 2010. This is good news. So, how can this upswing continue in 2011? What trends will we see in shifting ad budgets? Is the market showing an improving ROI, and if so, what measures are best for proving the value of multi-ethnic advertising? Join this panel of ad execs from agencies, networks, and pay TV for an intrigue look at this growing opportunity. **Panelists include: Nadja Bellan-White**, SVP, Marketing Director, Publicis Modem; **Gloria Constanza**, Partner, Chief Contact Strategist, d expósito & Partners; **Saul Gitlin**, EVP, Strategic Services, Kang & Lee; **Alain Groenendaal**, President/CEO, Wing; **Tom Maney**, SVP, Advertising Sales, Fox Hispanic Media Group; and **Emma Vélez-López**, Director, Acquisition Marketing, DIRECTV Más. Moderated by **Joe Schramm**, Managing Partner, Schramm Marketing Group.
- 12:30 pm** **Grand Prize Drawing for a TRIP FOR 2 TO PARIS, courtesy of TV5MONDE!**
You must be present at the time of the drawing to win.
Closing Remarks and "Snack & Go" networking
- 1:00 pm** All activities concluded

PANELISTS

CONTENT STRATEGIES FOR GROWING MULTICULTURAL AUDIENCES

Moderator: Clayton Banks, CEO/President, Ember Media Corporation

ATTRACTING MORE ADVERTISERS TO THE GROWING MULTICULTURAL SEGMENT

Moderator: Joe Schramm, Managing Partner, Schramm Marketing Group



Nadja Bellan-White
SVP, Marketing
Director
Publicis Modem



Gloria Constanza
Partner, Chief Contact
Strategist
d expósito & Partners



Saul Gitlin
EVP, Strategic
Services
Kang & Lee



Alain Groenendaal
CEO/President
Wing



Tom Maney
SVP, Advertising
Sales
Fox Hispanic Media



Emma Vélez-López
Director, Acquisition
Marketing
DIRECTV Más



Jaideep Janakiram
VP, International
Business – Head of
North America
Sony Entertainment
Television, Asia



Joe Lawson
Director of Content
Strategy & Acquisition
Verizon FiOS Content
Team



Philip Polk
Director,
Segmentation
Marketing
Cox Communications



Curtis Symonds
CEO
HBCU Network



Rafe Oller
SVP, Marketing
nuvoTV

SPEAKERS



Diana Mogollón
General Manager
mun2

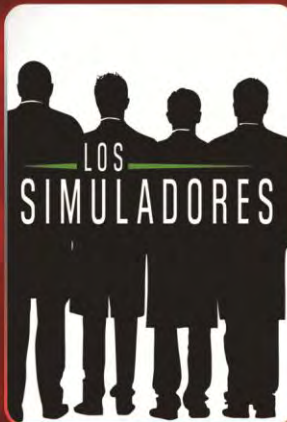


Glenn Enoch
VP, Integrated Media Research
ESPN



Adriana Waterston
VP, Marketing & Business
Development
Horowitz Associates, Inc.

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