



DEW DIGITAL ENTERTAINMENT WORLD

FEBRUARY 6-7, 2020 | LOS ANGELES

DEW 2020: "The Power of Direct and Digital"

Video/TV/Movies Bayview Ballroom	Brands/Advertising Sierra Ballroom	Creators/Influencers Sierra Ballroom	Games/Esports Promenade Ballroom	Music Pacific II Ballroom	RightsTech Pacific III Ballroom
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February 6, 2020 (Thursday)

8:30am – 9:30am	REGISTRATION OPEN
9:30am – 9:40am Bayview Ballroom	WELCOME & INTRODUCTORY REMARKS "5 Media Business Trends to Watch in 2020" Ned Sherman, Partner, Manatt, Phelps & Phillips, LLP ; Founder, Digital Media Wire
9:40am – 10:10am Bayview Ballroom	OPENING PRESENTATIONS 9:40am - "Content with a Purpose: How To Utilize the Power of Storytelling for Good" PRESENTER: Shabnam Mogharabi, Co-Founder and GM, SoulPancake , a division of Participant Media 9:50am - "Music, TV, Film... and now Street Art? The Emerging Market of Art Streaming" PRESENTER: Dot Bustelo, CEO & Founder, Loupe 10:00am - "The View From Hollywood: State of Media Business 2020" PRESENTER: Andrew Wallenstein, Co-Editor-in-Chief, Variety
10:15am – 10:45am Bayview Ballroom	VIEW FROM THE TOP: THE FUTURE OF STREAMING Rob Holmes, VP of Programming, Roku Leslie Iwerks, Founder and Creative Director, Iwerks & Co. Soumya Sriraman, Founding President and CEO, BritBox Joanne Waage, General Manager, Crunchyroll MODERATOR: Lucas Shaw, Entertainment Reporter, Bloomberg
10:45am – 11:15am Bayview Ballroom	KEYNOTE CONVERSATION WITH PLUTO TV Tom Ryan, CEO, Pluto TV INTERVIEWER: Dawn Chmielewski, Senior Editor Media, Entertainment and Technology, Forbes
11:15am – 11:45am	MORNING COFFEE BREAK <i>Hosted by Music Reports</i>
11:45am – 12:15pm Bayview Ballroom Video/TV/Movies	FEATURED PRESENTATION: SOFTWARE DEFINED SOCIETY: THE RACE TO BUILD A DIGITAL TWIN OF THE REAL WORLD PRESENTER: Robert Tercek, CEO and Co-Founder, VIA: Venture Intellect Associates
11:45am – 12:15pm Sierra Ballroom Music	FIRESIDE CHAT WITH SUPERFLY Rich Goodstone, Co-Founder, Superfly INTERVIEWER: Seth Schachner, Managing Director, Strat Americas
11:45am – 12:15pm Promenade Ballroom Games/Esports	FIRESIDE CHAT WITH ROBLOX AND WARNER BROS. Andrew Hotz, EVP of Worldwide Digital Marketing & Chief Data Scientist, Warner Bros. Pictures INTERVIEWER: Christina Wootton, VP of Brand Partnerships, Roblox
11:45am – 12:15pm Pacific III Ballroom RightsTech	FEATURED PRESENTATION AND CHAT Amadea Choplin, Chief Operating Officer, Pex MODERATOR: Paul Sweeting, Co-Founder, RightsTech Project , Founder & Principal, Concurrent Media Strategies
12:15pm – 12:45pm Bayview Ballroom Video/TV/Movies	SPORTS & ESPORTS: A NEW WAVE OF INTERACTIVITY AT THE INTERSECTION OF STREAMING, GAMIFICATION & SPORTS FAN ENGAGEMENT Jayar Donlan, Executive Vice President, Advanced Media, WWE Scott Kegley, Executive Director of Digital Media & Innovation, Minnesota Vikings Jenna Kurath, Vice President of Startup Partner Development, SportsTech, Comcast Cable Sandra Lopez, Vice President and General Manager, Intel Sports MODERATOR: Brian Ring, CEO, Ring Digital
12:15pm – 12:45pm Sierra Ballroom Brands/Advertising	ADAPTING TO THE CHANGING DISTRIBUTION LANDSCAPE Greg Clayman, SVP New Platforms, Strategic Partnerships, Entertainment One Kevin Dreyfuss, VP Digital Content Studio, AMC Networks Greg Kampanis, Senior Vice President & General Manager, Digital, Omnia Media Nathan Moore, Director, Principal Software Engineer, StackPath MODERATOR: Susan Brazer, CEO, LionShare Media
12:15pm – 12:45pm Promenade Ballroom Games/Esports	THE STATE OF THE DIGITAL GAMES MARKET Franco De Cesare, Head of Console & Online Gaming, Facebook Chris Heatherly, Former EVP, Games and Digital Platforms, NBC Universal Andrew Paradise, CEO, Skillz



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	Rob Schonfeld, Senior Vice President, Revenue, Activision Blizzard MODERATOR: Chris Younger, President, Principal, Ayzenberg Group				
12:15pm – 12:45pm Pacific II Ballroom Music	MUSIC & INTERACTIVITY Bill Gagnon, SVP Business Development, Strategic Technology, Universal Music Group Josh Kaplan, CEO, Stemit Ahmet Zappa, EVP, Global Business Development, Eyellusion MODERATOR: Ty Roberts, CEO, Ty Roberts Innovation				
12:15pm – 12:45pm Pacific III Ballroom RightsTech	THE FUTURE OF RIGHTS AND ROYALTIES Jon Bahr, VP, Creator Services, CD Baby Virginie Berger, Co-Founder, WeAreMusicTech Steven Haft, Head of Global Partnerships, Consensys Nick Weir-Williams, Director of Strategic Partnerships, Ingenta MODERATOR: Mark Netter, CEO, ElectraCast				
12:45pm – 2:00pm	LUNCH BREAK				
2:00pm – 2:45pm Bayview Ballroom	VIEW FROM THE TOP: THE X R FACTOR - CREATING IMMERSIVE EXPERIENCES FOR ENTERTAINMENT Bjorn Book-Larsson, President of Viveport, HTC Clint Kisker, President & Co-Founder, MWM Tony Parisi, Head of AR and VR Ad Innovation, Unity Technologies Joanna Popper, Global Lead, Virtual Reality Location Based Entertainment, HP Ted Schilowitz, Futurist in Residence, Paramount MODERATOR: Christina Heller, CEO, Metastage				
2:45pm – 3:00pm	NETWORKING BREAK				
3:00pm – 3:30pm Bayview Ballroom Video/TV/Movies	FEATURED CONVERSATION: STREAMING AND THE NEW ECONOMICS OF HOLLYWOOD Halsey Minor, Founder & CEO, Live Planet INTERVIEWER: Seth Shapiro, Managing Partner, Pacific Strategy Partners				
3:00pm – 3:30pm Sierra Ballroom Brands/Advertising	WHAT'S NEXT IN EXPERIENTIAL MARKETING Ashley Crowder, CEO, VNTANA Gabrielle Kessler, VP Experiential, Future PLC Michelle Roguso, Head of Experiential Marketing within Brand Consulting, CAA Christopher Sumner, SVP Business Development and Strategy, Refinery29 MODERATOR: Sarah Unger, SVP, Cultural Insights & Strategy, Civic Entertainment Group				
3:00pm – 3:30pm Promenade Ballroom Games/Esports	DEALMAKERS PANEL: M&A & INVESTMENTS IN GAMES Derek Douglas, Head of Games Department, CAA Sean Lee, Chief Corporate Development Officer, Wargaming Henry Lowenfels, SVP of Business Development, Scopely Colin McCafferty, Managing Partner, McCafferty & Company MODERATOR: Ned Sherman, Partner, Manatt, Phelps & Phillips, LLP; Founder, Digital Media Wire				
3:00pm – 3:30pm Pacific III Ballroom RightsTech	FIRESIDE CHAT: CROWDFUNDING DIGITAL ENTERTAINMENT Jason Fishman, SVP Digital Strategy, DNA - Digital Niche Agency, Inc. Gene Massey, CEO, MediaShares David Willis, CEO, That Christmas Movie				
3:30pm – 4:00pm Bayview Ballroom Video/TV/Movies	TODAY'S VIDEO MIX: OTT, CABLE, AND LINEAR TELEVISION Hale Boggs, Partner, O'Melveny & Myers LLP Paul Cabana, EVP, Multi-Platform Programming, A+E Networks Michael Cohen, President, Whistle Ed Laczynski, CEO, Zype MODERATOR: Colin Dixon, Founder & Chief Analyst, nScreenMedia				
3:30pm – 4:00pm Sierra Ballroom Brands/Advertising	THE ENTERTAINMENT MARKETING MIX: STRATEGIES FOR IMPACT Sandro Corsaro, Chief Creative Officer, Fandango James DeJulio, Co-Founder and CEO, Tongal Tom Fishman, VP Marketing, Eko Peter Phillips, COO, GIPHY MODERATOR: Linda Ong, Chief Culture Officer, Civic Entertainment Group				



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3:30pm – 4:00pm Promenade Ballroom Games/Esports	HOLLYWOOD & GAMES Jamil Moledina, Principal, XP Consulting LLC Dan Murray, President, Skybound Interactive Kirin Sinha, CEO, Illumix MODERATOR: Josh Brooks, Senior Vice President of Brand Strategy and Marketing, Jam City				
3:30pm – 4:00pm Pacific II Ballroom Music	TECHNOLOGY AND EVER-EVOLVING MUSIC BUSINESS Mike Lu, CEO, Triller Lars Murray, Partner, Voxally Michael Shanley, Vice President, IT & Business Development, Music Reports, Inc. John Vars, Chief Executive Officer, Mixhalo MODERATOR: Sid Fohrman, Partner, Sheppard Mullin				
3:30pm – 4:00pm Pacific III Ballroom RightsTech	THE PRICE OF RIGHTS: HOW THE STREAMING BOOM IS IMPACTING LICENSING FEES AND LIBRARY VALUES Jaime Otero, Managing Director, RightsTrade Neeta Ragoowansi, Co-Founder/SVP, Business Development & Legal Affairs, NPRES (National Performing Rights Exchange) Richard Conlon, Founder, Rights Management Holdings LLC MODERATOR: Vickie Nauman, Founder/Owner, CrossBorderWorks				
4:00pm – 4:30pm Bayview Ballroom Video/TV/Movies	NICHE OTT SERVICES: FORMULAS FOR SUCCESS Kun Gao, Founder, Crunchyroll, Inc. Damian Pelliccione, CEO and Co-Founder, Revry Jon Skogmo, Founder and CEO, Jukin David Williams, GM and SVP of Channels, pocket.watch MODERATOR: Allison Dollar, CEO, ITV Alliance				
4:00pm – 4:30pm Sierra Ballroom Brands/Advertising	THE BRAND AS A MEDIA COMPANY: WHAT'S NEXT? Geoffrey DeStefano, Founder & CEO, Brand Programming Studios Andrew Fair, Executive Director, Entertainment Marketing, Ogilvy Jeff Filiberto, Head of Entertainment within Brand Consulting, CAA Owen Leimbach, Co-Founder & Managing Partner, Tiny Horse MODERATOR: Shaun Clark, Partner, Sheppard Mullin				
4:00pm – 4:30pm Promenade Ballroom Games/Esports	VIRTUAL HOLLYWOOD: WHAT ARE THE MAJOR STUDIOS DOING TO EMBRACE XR? Shiraz Akmal, CEO & Co-Founder, SPACES Lara Cawsey, New Business Manager, The Third Floor Guy Costantini, VP of Global Interactive Marketing, Skydance Media Tony Mugavero, CEO, Littlestar MODERATOR: Mary Ermitanio, Senior Manager, Manatt Digital				
4:00pm – 4:30pm Pacific II Ballroom Music	TOKENIZATION OF HIP HOP MUSIC Fabian Alsultany, Director of Business Development, RChain Cooperatives Barbara Bickham, Founder & CTO, Trailyn Ventures, LLC Erik Mendelson, CEO/co-founder, Tune Token Tatiana Moroz, Singer/Songwriter, Creator, TatianaCoin Joe Torry, Comedian, Actor, Entrepreneur MODERATOR: Mike Johns, Founder/CEO, Executive Producer, Digital Mind State, Tech This Out				
4:00pm – 4:30pm Pacific III Ballroom RightsTech	THE ART OF ARTIFICIAL INTELLIGENCE Sam Estes, Co-Founder / Director of Music Production, Amper Music Taishi Fukuyama, COO, Amadeus Code Tobias Quessier, CEO and Co-Founder, Cinelytic MODERATOR: Ted Cohen, Managing Partner, TAG Strategic				
4:30pm – 5:00pm Bayview Ballroom	VIEW FROM THE TOP: THE FUTURE OF THE VIDEOS/TV/MOVIES BUSINESS Andrea Downing, Co-President, PBS Distribution Jeff Clanagan, President, Codeblack Films, Laugh Out Loud, and HartBeat Digital Alison Hoffman, CMO, Starz MODERATOR: Lori H. Schwartz, Governor, The Television Academy				
5:00pm – 5:30pm Bayview Ballroom	KEYNOTE CONVERSATION WITH CBS ALL ACCESS Julie McNamara, Executive Vice President, Head of Original Content, CBS All Access INTERVIEWER: Dawn Chmielewski, Senior Editor Media, Entertainment and Technology, Forbes				



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5:30pm – 6:30pm Bayview Rooftop	DAY 1 RECEPTION <i>Sponsored by IBM</i>
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FEBRUARY 7, 2019 (Friday)

9:30am – 9:40am Bayview Ballroom	<u>WELCOME & INTRODUCTORY REMARKS</u> Ned Sherman, Partner, Manatt, Phelps & Phillips, LLP ; Founder, Digital Media Wire
9:40am – 10:05am Bayview Ballroom	<u>THE FUTURE OF BRANDS, MARKETING & ENTERTAINMENT</u> 9:40am - "The Growth of Mobile Games" PRESENTER: Gabrielle Heyman, Head of Global Ad Sales, Zynga 9:50am - Creating In-Camera VFX with Real-Time Workflows PRESENTER: David Morin, Head of Los Angeles Lab, Epic Games
10:15am – 10:45am Bayview Ballroom	<u>VIEW FROM THE TOP: THE POWER OF DIRECT & DIGITAL FOR BRANDS & MARKETING</u> Hemal Ghelani, VP, Analytics Advisory Leader, Technology, Media, Entertainment, Genpact Marc Karzen, CEO, RelishMix Shannon Pruitt, Managing Partner, Walt Disney Television Portfolio of Networks, Horizon Media Eric Smith, Industry Manager for Entertainment, Facebook MODERATOR: David Bloom, Consultant and Columnist, Tubefilter
10:45am – 11:15am Bayview Ballroom	<u>FIRESIDE CHAT WITH ROC NATION</u> Reza Sarrafieh, National Director, Roc Nation MODERATOR: Hisham Dahud, Founder, ArtistPro
11:15am – 11:45am Bayview Ballroom Music	<u>FIRESIDE CHAT WITH SONY MUSIC AND FACEBOOK SPARK AR</u> Adam Cardew, VP, Podcasting & Creative Strategy, Sony Music Entertainment Dren McDonald, Composer/Sound Designer, Facebook Alexis Miller, Lead, Global Product Marketing, Facebook Christopher Price, Strategic Partner Manager for Augmented Reality, Facebook
11:45am – 12:00pm	<u>MORNING BREAK</u>
12:00pm – 12:30pm Bayview Ballroom Video/TV/Movies	<u>FIRESIDE CHAT WITH SKYDANCE</u> Jesse Sisgold, President, Skydance INTERVIEWER: Seth Shapiro, Managing Partner, Pacific Strategy Partners
12:00pm – 12:30pm Sierra Ballroom Creators/Influencers	<u>FIRESIDE CHAT WITH TENDERFOOT TV</u> Donald Albright, Co-Founder and CEO, Tenderfoot TV Payne Lindsey, Co-Founder, Podcast Host and EP, Tenderfoot TV MODERATOR: Natalie Jarvey, Digital Media Editor, The Hollywood Reporter
12:00pm – 12:30pm Promenade Ballroom Games/Esports	<u>WOMEN IN GAMING</u> Amber Allen, CEO, Double A Labs Lisa Anderson, SVP of Game Operations, Jam City Jeonghee Jin, CEO, Pearl Abyss America Sabaa Rehmani, Co-Founder and President, Denali Publishing MODERATOR: Stephanie Barish, CEO, IndieCade
12:30pm – 1:00pm Bayview Ballroom Video/TV/Movies	<u>ORIGINAL VIDEO CONTENT LEADERS ROUNDTABLE</u> Floris Bauer, Co-Founder & President, Gunpowder & Sky Bryn Mooser, CEO, XTR Daniel Tibbets, President and General Manager, El Rey Network Shelley Zimmerman, Co-Head, Awesomeness MODERATOR: Jonathan Hurd, Director, Altman Vlandrie & Co
12:30pm – 1:00pm Sierra Ballroom Creators/Influencers	<u>THE PODCAST REVOLUTION</u> Kristen Muller, CCO, Southern California Public Radio Jen Sargent, Chief Operating Officer, Wondery Colin Thomson, Founder & CEO, Kast Media



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	Julia Turner, Deputy Managing Editor for Arts and Entertainment, LA Times MODERATOR: Wesley T. A'Harrah, President, Hyper Orange				
12:30pm – 1:00pm Promenade Ballroom Games/Esports	ESPORTS: THE OPPORTUNITY FOR BRANDS, AGENCIES AND MARKETERS Rishi Chadha, Head of Gaming, Twitter Cameron Kelly, Chief Marketing Officer, Complexity Gaming Felix LaHaye, Founder and CEO, United Esports Mike Lee, Esports Agent, United Talent Agency MODERATOR: Minard Hamilton, Managing Partner, Driver Ventures				
12:30pm – 1:00pm Pacific III Ballroom RightsTech	BUILDING BRIDGES: MANAGING RIGHTS ACROSS INDUSTRY DIVIDES Rana DiOrio, Founder & CEO, Creative Mint Jennifer Freed, CEO & Founder, Trevanna Vance Ikezoye, President and CEO, Audible Magic Peter Rafelson, Founder/President, ElectraCast MODERATOR: Paul Sweeting, Co-Founder, RightsTech Project ; Founder & Principal, Concurrent Media Strategies				
1:00pm – 2:00pm	LUNCH BREAK				
2:00pm – 2:30pm Bayview Ballroom	VIEW FROM THE TOP: ESPORTS NEXT BIG ACT Dave Madden, SVP, Global Brand Partnerships, Electronic Arts Sean Charles, Senior Vice President, Global Publisher and Developer Relations, ESL Gaming Josh Swartz, COO, PopDog Kent Wakeford, Co-Founder and Vice Chairman, Gen.G MODERATOR: Khalid Jones, Partner, SourceRock Partners, LLP				
2:30pm – 3:00pm Bayview Ballroom	FIRESIDE CHAT: "UPPING THE GAME IN GAMING VC" Peter Levin, Managing Director, Griffin Gaming Partners Phil Sanderson, Managing Director, Griffin Gaming Partners Nick Tuosto, Managing Director and Head of Gaming, LionTree INTERVIEWER: Ned Sherman, Partner, Manatt, Phelps & Phillips, LLP ; Founder, Digital Media Wire				
3:00pm – 3:30pm	NETWORKING BREAK				
3:30pm – 4:00pm Bayview Ballroom Video/TV/Movies	THE FUTURE OF SPORTS PROGRAMMING: LEGACY VS OTT VS DTC Kevin Conroy, Founder & CEO, ConroyMedia Patrick Dees, Co-Founder and Chief Gaming Officer, Fan Control Football League Gayle Dickie, Founder & CEO, World News Entertainment MODERATOR: Steve Bradbury, President & Head Coach, Deep Sports				
3:30pm – 4:00pm Sierra Ballroom Creators/Influencers	THE EVOLUTION OF INFLUENCER MARKETING Sarah Comtois, Director, Planning/Senior Partner - Team Facebook, Mindshare Javon Frazier, Chief Product Officer and President, Gaming, Studio71 Phil Hickey, EVP, Brand & Marketing, Seriously Mike Johnson, Head of Social/Digital, Brand Consulting, CAA MODERATOR: Eric Dahan, CEO, Open Influence				
3:30pm – 4:00pm Promenade Ballroom Games/Esports	FEATURED CONVERSATION: LOCATION-BASED ENTERTAINMENT (LBE) CONTENT: WHAT'S NEXT? Brent Bushnell, CEO and Co-Founder, Two Bit Circus MODERATOR: Philip Lelyveld, Immersive Media Initiative Program Lead, Entertainment Technology Center @ USC				
3:30pm – 4:00pm Pacific II Ballroom Music	ARTIST EMPOWERMENT Parker Reyes, Head of Music, ToneDen Nick Trikakakis, Artist & Creative Development, InMusic Kristin Yasuda, Director of Artist Partnerships, Bandsintown MODERATOR: Hisham Dahud, Founder and CEO, ArtistPro				
3:30pm – 4:00pm Pacific III Ballroom RightsTech	NEW RULES FOR RIGHTS Ed Arrow, Senior VP, Global Digital Administration, Universal Music Publishing Group Jake Beaumont-Nesbitt, International Music Managers Forum, Copyright Committee Bill Colitre, Vice President & General Counsel, Music Reports, Inc. Ron Wheeler, Managing Director, ATSC 3.0 Security Authority (A3SA) MODERATOR: Vickie Nauman, Founder & Owner, CrossBorderWorks				
4:00pm – 4:30pm Bayview Ballroom	ADVERTISING AND THE 2020 ELECTION Christine Cook, SVP and Chief Revenue Officer, CNN Digital , WarnerMedia Ad Sales				



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Video/TV/Movies	Trevor Fellows, Executive Vice President, Digital Sales and Strategy, NBCUniversal Robert Miller, Co-Founder, Campaign Livecast Nick Sallon, Head of US News Partnerships, Twitter MODERATOR: Adam Hua, SVP, CitizenNet				
4:00pm – 4:30pm Sierra Ballroom Creators/Influencers	<u>WHY CREATIVITY AND INFLUENCE MATTER</u> Eyal Baumel, CEO, Yoola Chris Denson, Creator/Host, Innovation Crush Chang Kim, Founder & CEO, Tapas Media Cassie Petrey, CEO, Crowd Surf Benoit Vatore, CEO, Mammoth Media MODERATOR: Lenoria Addison, Director of Influencer Strategy, Deutsch LA				
4:00pm – 4:30pm Promenade Ballroom Games/Esports	<u>START UP ROUNDTABLE</u> Lauren Apolito, SVP of Strategy & Business Development, HFA/Rumblefish James Leaverton, Vice President of Ecosystems & Co-Founder, StackPath Seven Volpone, Co-Founder and General Partner, Sababa Ventures MODERATOR: Ned Sherman, Partner, Manatt, Phelps & Phillips, LLP ; Founder, Digital Media Wire				
4:00pm – 4:30pm Pacific II Ballroom Music	<u>THE NEXT GENERATION OF SOCIAL CONTENT PLATFORMS FOR MUSICIANS</u> Ross Festenstein, Licensing Manager, Monstercat Ash Stahl, Managing Director, Flighthouse Jeremy Welt, CMO, The Wave MODERATOR: Karen Allen, Creator, Twitch for Musicians				
4:00pm – 4:30pm Pacific III Ballroom RightsTech	<u>TOOLS FOR DIY ARTISTS</u> Dae Bogan, Co-Founder and CEO, TuneRegistry Rian Bosak, Founder and CEO, SuperBam Georgii Speakman, Founder, Outlier Co. Alex Riggs-Miller, Founder / CEO, iProdoos, Inc. MODERATOR: Gigi Johnson, Exec. Director, Center for Creative Futures, Maremel Institute ; Faculty, Music Industry, UCLA Herb Alpert School of Music				
4:30pm – 5:30pm Sinder Lounge	DAY 2 RECEPTION				