

# CYNOPSIS MEDIA 2014 CALENDAR

## JANUARY

### Events

1/30 Cynopsis Sports Breakfast of Champions (NYAC)

### Event Deadlines

1/17 Cynopsis Sports- Media Awards Soft Deadline

1/24 Cynopsis Sports- Media Awards Hard Deadline

### Special eReports

1/13 Cynopsis Digital- Post-CES Wrap-Up

1/20 Cynopsis Syndication Marketplace

1/23 Cynopsis 2014 NATPE Booth Guide

1/28 Cynopsis Sports- Streaming Guide

## FEBRUARY

### Events

2/11 Cynopsis Media Boot Camp (Yale Club-NYC)

### Special eReports

2/3 Cynopsis- Valentines Programming

2/4 Cynopsis- Black History Month Programming

## MARCH

### Event Deadlines

3/14 Cynopsis Kids- !magination + People Awards Soft Deadline

3/21 Cynopsis Kids- !magination + People Awards Hard Deadline

### Special eReports

3/11 Cynopsis Sports- Collegiate Sports

3/19 Cynopsis Kids- 2014 Upfront: Kids Market

### Webinars

3/20 Cynopsis Kids' - The Exploding World of Kids' Tablets: The New Way to Build Your Brand

3/27 Cynopsis Digital -Reaching Today's U.S. Hispanic Connected Audience Through Digital, Social Media and Web Video

## APRIL

### Events

4/17 Cynopsis Sports Media Awards (Yale Club-NYC)

### Special eReports

4/3 Cynopsis- 2014 Upfront: Cable Market

4/7 Cynopsis- 2014 Upfront: Wrap-up 1

4/14 Cynopsis- 2014 Upfront: Wrap-up 2

4/17 Cynopsis- 2014 Upfront: Syndication Market

4/21 Cynopsis- 2014 Upfront: Wrap-up 3

4/24 Cynopsis Digital- 2014 NewFronts Preview

4/28 Cynopsis- 2014 Upfront: Wrap-up 4

4/30 Cynopsis Kids- Co-Viewing

### Webinars

4/8 Cynopsis- Creating the Perfect Media Pitch: The New Secrets to Selling to Advertisers

## MAY

### Events

5/1 Cynopsis Digital VC Roundtable (NYC)

### Special eReports

5/5 Cynopsis- 2014 Upfront: Wrap-up 5

5/8 Cynopsis - Upfront: Hispanic Market 2014

5/9 Cynopsis Digital- 2014 Newfronts: Wrap-up

5/12 Cynopsis- 2014 Upfront: Wrap-up 6

5/14 Cynopsis Sports- 2014 Upfront: Sports Market

5/15 Cynopsis- 2014 Upfront: Broadcast Market

5/19 Cynopsis- 2014 Upfront: Wrap-up 5

### Webinars

5/20 Cynopsis Digital- TV Everywhere

5/29 Cynopsis Kids- Licensing

## JUNE

### Events

6/11 Cynopsis Kids !magination + People Awards (Yale Club-NYC)

6/19 Cynopsis Digital BIG Monetization Summit (TWC-NYC)

### Special eReports

6/4 Cynopsis- 2014 Primetime Emmy Awards-Before the Ballot: Actor/Actress

6/5 Cynopsis Sports- World Cup Preview

6/11 Cynopsis- 2014 Primetime Emmy Awards-Before the Ballot: Non-Fiction Specials/Series

6/18 Cynopsis- 2014 Primetime Emmy Awards-Before the Ballot: Reality Host/Competition/Program

6/25 Cynopsis- 2014 Primetime Emmy Awards-Before the Ballot: Drama

### Webinars

6/10 Cynopsis - TBD

**Advertising and Sponsorship Opportunities:** Mike Farina, VP Sales & Marketing at [mike@cynopsis.com](mailto:mike@cynopsis.com) or 203.218.6480 or Chris Florio, Sales Manager at [chris@cynopsis.com](mailto:chris@cynopsis.com) or 908.376.8701

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## JULY

### **Special eReports**

- 7/16 Cynopsis- Lifestyle Programming (SOLD)
- 7/30 Cynopsis- The Race for the EMMY

## AUGUST

### **Events**

- 8/6 Cynopsis Digital Video Summit (San Fran)
- 8/19 Cynopsis Sports Women of Action (NYAC)
- 8/20 Cynopsis Sports Business Summit (NYAC)

### **Event Deadlines**

- 8/8 Cynopsis Digital- Model D Awards Soft Deadline
- 8/15 Cynopsis Digital- Model D Awards Hard Deadline

### **Special eReports**

- 8/12 Cynopsis Sports- College Football Preview
- 8/21 Cynopsis - The revival of the Mini-Series

### **Webinars**

- 8/13 Cynopsis Kids- A look at New and Emerging Kids Tablets

## SEPTEMBER

### **Events**

- 9/8 Cynopsis Kids Business Summit (NYC)
- 9/16 Cynopsis Breakfast with a Brand (NYC)

### **Special eReports**

- 9/9 Cynopsis Sports - Fantasy Football D
- 9/17 Cynopsis Digital- Ad Platforms
- 9/24 Cynopsis - A look at Scatter Market

### **Webinars**

- 9/24 Cynopsis- TBD

## OCTOBER

### **Events**

- 10/16 Cynopsis Future TV Summit (NYC)

### **Special eReports**

- 10/1 Cynopsis- Demographic Viewing Patterns- Hispanics
- 10/8 Cynopsis- Demographic Viewing Patterns-Women
- 10/15 Cynopsis- Demographic Viewing Patterns- Millennials
- 10/29 Cynopsis Halloween Programming
- 10/29 Cynopsis Kids- Demographic Viewing Patterns- Kids & Tweens

### **Webinars**

- 10/1 Cynopsis Digital- TBD
- 10/29 Cynopsis Kids- TBD

## NOVEMBER

### **Events**

- 11/13 Digital Model D Awards
- 11/14 Digital Measurement Summit

### **Special eReports**

- 11/12 Cynopsis- Demographic Viewing Patterns -African Americans
- 11/17 Cynopsis Digital- Model D/Measurement Wrap-up
- 11/19 Cynopsis Kids- Game Shows & Family Viewing
- 11/24 Cynopsis- Holiday Programming Guide

### **Webinars**

- 11/20 Cynopsis- TBD

## DECEMBER

### **Events**

- 12/2 Cynopsis Breakfast with a Brand (NYC)
- 12/3 Cynopsis Sports Digital Conference

### **Special eReports**

- 12/17 Cynopsis 2014 Wrap-up: What Happened This Year + 2015 Trends to Watch

### **Webinars**

- 12/9 Cynopsis Kids- TBD
- 12/11 Cynopsis Digital- TBD

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