

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 or 203.218.6480 or Chris Florio, Sales Manager at chris@cynopsis.com or 908.376.8701

CYNOPSIS MEDIA 2014 CALENDAR

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)

Special eReports

- 9/17 Cynopsis Digital- Ad Platforms
- 9/24 Cynopsis - A look at Scatter Market

Webinars

- 9/17 Cynopsis Sports- Engaging with Teens and Millennials Across Platforms
- 9/24 Cynopsis- Understanding the Latest Ratings Advancements

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

- 10/23 Cynopsis Digital- Going Native: Making the Most of the Native Advertising Explosion
- 10/30 Cynopsis Kids- Branding and Balance: New Approaches for Marketers in the Evolving World of Children's Programming

NOVEMBER

Events

- 11/3 Digital Summit
- 11/14 Digital Model D Awards

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

- 11/6 Cynopsis- CLADS

DECEMBER

Events

- 12/8 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

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