

CYNOPSIS MEDIA 2015 CALENDAR

JANUARY

Event Deadlines

- 1/22 Cynopsis Sports- Media Awards Soft Deadline
- 1/29 Cynopsis Sports- Media Awards Hard Deadline

Special eReports

- 1/12 Cynopsis Digital- Post-CES Wrap-Up
- 1/15 Cynopsis 2015 Pre-NATPE Syndications eSpecial
- 1/23 Cynopsis 2015 Post NATPE Wrap-Up

FEBRUARY

Events

- 2/10 Cynopsis Media Boot Camp (YALE CLUB-NYC)

Event Deadlines

- 2/11 Cynopsis Top Women in Digital Awards Soft Deadline
- 2/13 Cynopsis Top Women in Digital Awards Hard Deadline

Special eReports

- 2/2 Cynopsis- Black History Month Programming

Webinars

- 2/24 Cynopsis-Sports - Monetizing and Maximizing Your Sports Content on Social Media
- 2/26 Cynopsis - Generation Edge: Catching the New Wave of Viewers

MARCH

Events

- 3/3 Cynopsis Social Good Awards (YALE CLUB-NYC)

Special eReports

- TBD Cynopsis Sports- Collegiate Sports
- 3/19 Cynopsis Kids- 2015 Upfront: Kids Market

Webinars

- 3/18 Cynopsis Digital- What You Need to Know Now About Programmatic Ad Buying

APRIL

Events

- 4/16 Cynopsis Sports Media Awards (NYAC-NYC)
- 4/23 Cynopsis Digital Summit (ASTOR PLACE - NYC)

Special eReports

- 4/1 Cynopsis- 2015 Upfront: Cable Market
- 4/6 Cynopsis- 2015 Upfront: Wrap-up 1
- 4/13 Cynopsis- 2015 Upfront: Wrap-up 2
- 4/16 Cynopsis- 2015 Upfront: Syndication Market
- 4/20 Cynopsis- 2015 Upfront: Wrap-up 3
- 4/23 Cynopsis Digital- 2014 NewFronts Preview
- 4/27 Cynopsis- 2015 Upfront: Wrap-up 4
- 4/30 Cynopsis Kids- Co-Viewing

MAY

Event Deadlines

- 5/1 Cynopsis Kids- !magination + People Awards Soft Deadline
- 5/8 Cynopsis Kids- !magination + People Awards Hard Deadline

Special eReports

- 5/4 Cynopsis- 2015 Upfront: Wrap-up 5
- 5/7 Cynopsis - Upfront: Hispanic Market 2015
- 5/8 Cynopsis Digital- 2015 Newfronts: Wrap-up
- 5/11 Cynopsis- 2015 Upfront: Wrap-up 6
- 5/13 Cynopsis Sports- 2015 Upfront: Sports Market
- 5/14 Cynopsis- 2015 Upfront: Broadcast Market
- 5/18 Cynopsis- 2015 Upfront: Wrap-up 7

Webinars

- 5/20 TBD Webinar

JUNE

Event

- 6/16 Cynopsis Sports Summit (TWC-NYC)

Special eReports

- 6/3 Cynopsis- 2015 Primetime Emmy Awards-Before the Ballot: Actor/Actress
- 6/10 Cynopsis- 2015 Primetime Emmy Awards-Before the Ballot: Non-Fiction Specials/Series
- 6/17 Cynopsis- 2015 Primetime Emmy Awards-Before the Ballot: Reality Host/Competition/Program
- 6/24 Cynopsis- 2015 Primetime Emmy Awards-Before the Ballot: Drama
- 6/25 Cynopsis- 2015 Primetime Emmy Awards-Before the Ballot: Comedy

Webinars

- 6/2 Cynopsis Digital - TBD
- 6/25 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 2015 CALENDAR

JULY

Special eReports

7/15 Cynopsis- Lifestyle Programming

AUGUST

Event Deadlines

TBD Cynopsis Digital- Model D Awards Soft Deadline

TBD Cynopsis Digital- Model D Awards Hard Deadline

Webinars

8/19 Cynopsis Digital -TBD

SEPTEMBER

Events

9/16 Cynopsis Kids- Imagination + People Awards
Breakfast (NYC)

Special eReports

9/14 Cynopsis- Demographic Viewing - African
Americans

9/24 Cynopsis- Demographic Viewing - Demographic
Hispancis

Webinars

9/2 Cynopsis -TBD

9/16 Cynopsis Sports -TBD

OCTOBER

Events

10/15 Cynopsis Up All Night (TBD - NYC)

Special eReports

10/1 Cynopsis- Demographic Viewing Patterns -
Women

10/14 Cynopsis- Demographic Viewing Patterns -
Millennials

10/21 Cynopsis- Demographic Viewing Patterns - Men

10/28 Cynopsis Kids- Demographic Viewing Patterns -
Kids & Tweens

Webinars

10/14 Cynopsis Digital-TBD

10/22 Cynopsis- TBD

NOVEMBER

Events

11/12 Digital Model D Awards

Special eReports

11/19 Cynopsis Kids- Game Shows & Family Viewing

11/23 Cynopsis- Holiday Programming Guide

Webinars

11/5 Cynopsis Classifieds -

DECEMBER

Events

12/8 Cynopsis Sports Social Media Summit

Special eReports

TBD

Webinars

12/3 Cynopsis Digital-TBD

12/10 Cynopsis- TBD

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