

# 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
- 3/31 Cynopsis-How to Sell Digital Advertising in a Fragmented Media World

## APRIL

### **Events**

- 4/16 Cynopsis Sports Media Awards (New York Athletic Club - 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- 2015 NewFronts Preview
- 4/27 Cynopsis- 2015 Upfront: Wrap-up 4
- 4/30 Cynopsis Programmatic Ad Buying

## MAY

### **Event Deadlines**

- 5/1 Cynopsis Kids- !magination Awards Soft Deadline
- 5/15 Cynopsis Kids- !magination 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**

- 5/28 Cynopsis OTT Webinar

## JUNE

### **Event**

- 6/16 Cynopsis Sports Business 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
- 6/18 Cynopsis- Peabody Special Report
- 6/24 Cynopsis- 2015 Primetime Emmy Awards-Before the Ballot: Drama
- 6/25 Cynopsis- 2015 Primetime Emmy Awards-Before the Ballot: Comedy

### **Webinars**

- 6/17 Cynopsis Ratings Webinar
- 6/25 Cynopsis Digital How to use Snapchat to reach and deepen your audience-

**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

### **Event Deadlines**

- 7/16 Cynopsis Rising Star - Soft Deadline
- 7/23 Cynopsis Rising Star - Hard Deadline

### **Special eReports**

- 7/15 Cynopsis- Lifestyle Programming

### **Webinars**

- 7/21 Cynopsis Kids - The New Secrets of Successful Apps for Kids

## AUGUST

### **Event Deadlines**

- 8/7 Cynopsis Digital- Model D Awards Soft Deadline
- 8/14 Cynopsis Digital- Model D Awards Hard Deadline

### **Webinars**

- 8/12 Cynopsis CLADS - Career Webinar
- 8/19 Cynopsis Digital - Video Viewability Solutions

## SEPTEMBER

### **Events**

- 9/18 Cynopsis Kids- !magination Awards Breakfast (YCNy - NYC)

### **Special eReports**

- 9/14 Cynopsis- Demographic Viewing - African Americans

- 9/24 Cynopsis- Demographic Viewing - Demographic Hispanics

### **Webinars**

- 9/2 Cynopsis -TBD
- 9/16 Cynopsis Sports -TBD

## OCTOBER

### **Events**

- 10/7 Cynopsis Sports- Leaderboard Soft Deadline
- 10/14 Cynopsis Sports- Leaderboard Hard Deadline
- 10/15 Cynopsis Up All Night (Dream Hotel - 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**

- 11/11 Cynopsis-Social Good Soft Deadline
- 11/12 Digital Model D Awards
- 11/18 Cynopsis- Social Good Awards Hard Deadline

### **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**

- 12/28 Cynopsis Holiday Box Office Numbers

### **Webinars**

- 12/3 Cynopsis Digital-TBD
- 12/10 Cynopsis- TBD

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