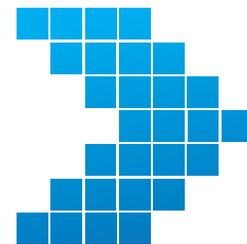


August 6, 2014 | San Francisco



CYNOPSISDIGITAL'S

Small Screen/Big Ideas Conference



August 6, 2014 | San Francisco

Cynopsis Digital is bringing together the smartest and most nimble minds from the San Francisco Bay Area's digital media community for a one-day summit offering the right mix of experts, learning and networking to discuss the future of digital video, from content development and marketing to advertising and measurement.



Register at <http://bit.ly/SFCynDigital>

CYNOPSISDIGITAL'S

Small Screen/Big Ideas Conference

What's Next in Discovery, Metrics and Innovation

August 6, 2014 | San Francisco



Attend and learn about the latest in strategic digital marketing, viewer engagement and cross-platform media planning and placement in this shifting landscape. The explosion of digital video, the rise of social TV tools,

the introduction of new technologies and the introduction of alternative platforms make for a perfect storm. Hear from experts, startups, thought leaders, tech providers and content creators about how they reach audiences and monetize content in this new world order. Discover where the revenue potential truly lies and how brands are reaching consumers. Whatever your role in the digital video ecosystem, you'll want to be part of the Cynopsis Digital's Small Screen/Big Ideas Conference conversation.

PANELS INCLUDE:

- A Snapshot of the Digital Landscape
- Making the Magic Happen: Meet The Content Creators
- The Eyeballs: Media, Marketing & Measurement
- So Much Content, So Little Time: Media Goes Mobile
- Digital Viewing Party: The Latest on Social TV
- The Million Dollar Question: How to Advertise and Monetize
- The Powers Behind Digital Video: The Viewing Experience

WHAT YOU'LL LEARN:

- Deliver a concise measurement solution to clients
- Leverage the mobile explosion using under-the-radar but very effective methods
- Use Social TV to increase what the pros say matters most: engagement
- Gauge the newest ad platforms to deliver both efficiency and scale

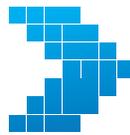
BENEFITS:

- Executive Summary (we do the note-taking for you)
- Catered breakfast, lunch and breaks
- Access to Speaker Presentations
- Chance to win a GoPro HERO3+

WHO SHOULD ATTEND:

- Consultants
- Media Firms
- Technology Vendors
- Audience-Developers
- Curators
- VC Firms
- Digital Designers
- Digital-Services Providers
- Publishers
- Social-Media Specialists
- Marketing Executives
- PR Executives
- Bloggers
- CEOs
- Digital Content Creators
- Sales-Team Leaders
- Sales Executives
- Ad Agencies
- Social Media Agencies
- Digital Agencies
- Brands
- Media Buyers
- Online Startups
- Community Managers
- Senior Executives
- And More!

ABOUT CYNOPSIS MEDIA: Cynopsis Media is a division of Access Intelligence LLC. The Cynopsis Media family of products includes Cynopsis, Cynopsis: Digital and Cynopsis: Sports daily e-publications, weekly Cynopsis: Kids and Cynopsis: Classified Advantage e-publications, Special eReports, Awards/Event/Summits and a strong database of Classifieds and more. Visit cynopsis.com.



8:30 a.m. – 9:00 a.m.	Registration & Continental Breakfast
9:00 a.m. – 9:10 a.m.	Opening Remarks
9:10 a.m. – 9:45 a.m.	Opening Keynote Mike Rich - VP, Enterprise - comScore The online video landscape is changing as we speak. The day kicks off with a snapshot of the digital media landscape and insights and predictions on what's to come for the digital video business.
9:45 a.m. – 10:30 a.m.	Making the Magic Happen: Meet The Content Creators From series and one-offs to short form and long, the choices are endless, the quality is incredible and the challenges immense. How do you keep content compelling in this new paradigm? And what are the new risks and the rewards for content creators in this new world of TV, when paying close attention to the bottom line is no longer the sole responsibility of sales and financial teams?
10:30 a.m. – 11:15 a.m.	The Eyeballs: Media, Marketing & Measurement If it's all about the eyeballs, how do you get them where you want them to be in order to build them into a loyal audience that will watch across platforms and over time? This panel will focus on how smart thinkers juggle all the different metrics of measurement to deliver a concise, clear solution to clients.
11:15 a.m. – 11:45 a.m.	Networking Break
11:45 a.m. – 12:30 p.m.	So Much Content, So Little Time: Media Goes Mobile With the explosion of digital content on mobile devices over the past few years, consumers are overwhelmed by the number of options and platforms for all of this quality content. Enter the mobile wizards, to help buyers and sellers navigate the great big digital video space whenever and wherever they are watching.
12:30 p.m. – 1:15 p.m.	Networking Lunch
1:15 p.m. – 2:00 p.m.	Digital Viewing Party: The Latest on Social TV Social TV is alive and well and redefining the consumer watching experience. With the latest technology, tons of choices and massive online communities, consumers are having their say. Shareability is the new word and valuable metric in the world of digital video. How do you increase audience engagement and build viewer loyalty? These are the pros who can tell you.
2:00 p.m. – 2:45 p.m.	The Million Dollar Question: How to Advertise and Monetize The digital video business has been described as the wild west, which is great for innovation but challenging to monetize. With the variety of content and plethora of platforms, who has the secret to unlocking digital video's revenue potential? Is there a standard, or is it all about customization?
2:45 p.m. – 3:15 p.m.	Brain Break
3:15 p.m. – 3:45 p.m.	The Powers Behind Digital Video: The Viewing Experience Making it easy for consumers to access and watch video across multiple platforms is no small feat. With ever-changing technology and tools, staying ahead of the game demands nimble teams, elegant resolutions and scalable products. Discover the best way to use these tools to maximize exposure and deliver a great consumer experience.
3:45 p.m. – 4:15 p.m.	Closing Keynote Steve Goldbloom, Host – Everything But the News What would Jim Lehrer do? That's Steve Goldbloom's mantra in PBS Digital Studios' "Everything But the News" — the pseudo mockumentary series that covers culture and tech in California while giving a behind-the-scenes look at the making of a PBS NewsHour segment. The show, which launched this year, blurs the line between reality and fiction, mixing sketch actors alongside real CEOs from such companies as Uber, Grindr, IndieGogo and much more. The producer, host and mastermind behind this new digital series, Goldbloom explains his crazy journey to get the series made and what it says about digital video today.
4:15 p.m. – 4:20 p.m.	Closing Remarks:
4:20 p.m. – 5:30 p.m.	Reception



Registration Fees

*For Agency rates, please contact jenn@cynopsis.com

Per Person Rate	Before 7/18	After 7/18
Single Ticket	\$775	\$875
Group Rate	Before 7/18	After 7/18
3 or more	\$700	\$800



Conference Location

The StumbleUpon Office
301 Brannan Street
San Francisco, CA 94107

Sponsorship Information

Presented by Cynopsis Media & Cynopsis: Digital, this Summit offers a limited number of sponsorship opportunities to connect with these digital professionals. To find out how to become a sponsor, contact Mike Farina, VP of Sales & Marketing, at mike@cynopsis.com or 203.218.6480.

Thank you to our Hosting Partners



A portion of the ticket proceeds will be donated to:



Questions?

Contact Assistant Marketing Manager, Pete Romas at pete@cynopsis.com | 203.899.8483