

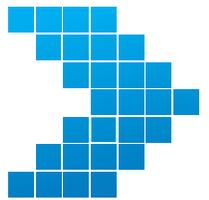
August 6, 2014 | San Francisco



# CYNOPSIS DIGITAL VIDEO FORUM

What's Next in Discovery, Metrics and Innovation

Wednesday, August 6 | 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 forum 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 Video Forum.

## 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](http://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 arena is changing as we speak. The day kicks off with a professional's keen insights and predictions on what's to come for the digital video business in order to maximize the value of digital investments, whether you're a content creator, distributor, or advertiser. The conversation will set the stage for the day, framing the discussion and providing a roadmap for all attendees.

**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? We will plunge into the discussion and help untangle what sort of content suits an array of business goals and agendas.

**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 a gaggle of measurement metrics to deliver a concise, clear solution to clients. In addition, we will hear from ad agency experts on what their clients now want and need so that publishers and measurement mavens have a deeper understanding of the critical components that will contribute to meaningful success.

**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. From current trends, marketing tactics, and original revenue-generating ideas, we'll help you make the most of your mobile efforts.

**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 the best methods to create the kind of virality that powers organic views and engagement.

**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. In addition, consumers now browse video like "window shoppers," hopping on and off sites and apps if their attention isn't held. With digital video being searched for and consumed as no other digital media before – as well as 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**

If, when you're creating a video ad or a piece of video content, you envision a nuclear family sitting in their den watching together, erase that image from your mind. These days, a consumer may start watching video on their mobile device when they're commuting home from work. Then they'll pick it up again after dinner using Chromecast or AppleTV, and finish watching it in bed on their iPad. That's why making it easy for consumers to seamlessly 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 match these tools with your specific content and business objectives 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](mailto: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      |



### Forum Location

The StumbleUpon Office  
301 Brannan Street  
San Francisco, CA 94107

### Sponsorship Information

Presented by Cynopsis Media & Cynopsis: Digital, this Forum 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](mailto:mike@cynopsis.com) or 203.218.6480.

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Questions?

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