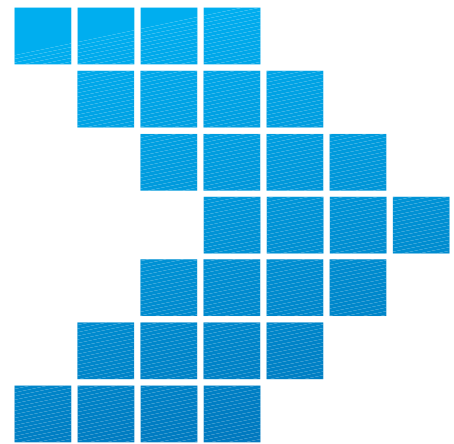




CYNOPSIS DIGITAL VIDEO FORUM



What's Next in Discovery, Metrics and Innovation
Wednesday, August 6 | San Francisco

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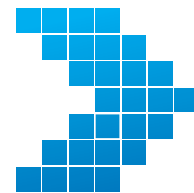


5by



Download Electronic Workbook + Speaker Video/Presentations

www.cynopsis.com/videoforum14



WELCOME

Welcome to Cynopsis Digital's Video Forum. We are excited to have such a prestigious group of attendees and appreciate you taking the time out of your schedules to be with us today.

We want to share with you a few details to help make your day run more smoothly. The event is designed to be interactive and we encourage you to introduce yourself to fellow attendees and to actively participate in the Q&A sessions. Please contact the Cynopsis Media staff if you have any questions or suggestions throughout the day.

Panels:

Please review your agenda included in this guidebook for panel details. The sessions will run from 9:00 a.m. to 4:15 p.m., with closing remarks at 4:15 p.m. Also, a charity ping-pong tournament and libation reception will take place from 4:20 p.m. – 5:30 p.m.

Meals:

An informal lunch will be available from 12:30 p.m. to 1:15 p.m. There will also be coffee, soda and snacks available during the 11:15 a.m. – 11:45 a.m. and 2:45 p.m. – 3:15 p.m. networking breaks. If you have special dietary needs, please let the Cynopsis Media staff know.

Miscellany:

Complimentary WiFi is available throughout the day and if you'd like to tweet during the conference, the hash tag for the event is #cynopsis. There is an attendee survey in the back and we'd appreciate you giving us feedback on the content of this event.

There is an electronic version of this Workbook available for download at the following url:

<http://www.cynopsis.com/videoforum14/>

We want this day to be a success for you. Please let us know if there is anything we can do to help or if you have any questions.

—The Cynopsis Media Team

ABOUT CYNOPSIS MEDIA

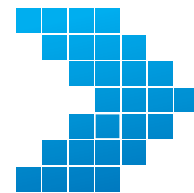
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Multi-screen success doesn't have to mean multi-platform management.

Consumers today flow effortlessly among devices and channels – but for marketers, it's not so simple. That's why Sizmek MDX gives you one powerful platform to handle any screen, format, and creative execution and plug into your preferred SEM or DSP. Because we're the open ad management platform.

SizmekTM See and be seen



AGENDA

- 8:30 a.m.-9:00 a.m. Registration & Networking Breakfast
- 9:00 a.m.-9:05 a.m. Opening Remarks
- 9:05 a.m.-9:30 a.m. Opening Keynote: Mike Rich – comScore
- 9:45 a.m.-10:30 a.m. Making the Magic Happen: Meet The Content Creators
- 10:30 a.m.-11:15 a.m. The Eyeballs: Media, Marketing & Measurement
- 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
- 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
- 2:00 p.m.-2:45 p.m. The Million Dollar Question: How to Advertise and Monetize
- 2:45 p.m.-3:15 p.m. Networking Break
- 3:15 p.m.-3:45 p.m. The Powers Behind Digital Video: The Viewing Experience
- 3:45 p.m.-4:15 p.m. Closing Keynote: Steve Goldbloom – Everything But the News
- 4:15 p.m.-4:20 p.m. Closing Remarks
- 4:20 p.m.-5:30 p.m. Reception + Charity Ping-Pong Tournament

THANK YOU TO OUR SPONSORS

The logo for Sizmek, featuring the word "Sizmek" in a bold, blue, sans-serif font with a small trademark symbol (TM) to the upper right of the 'k'.

See and be seen

Gold Sponsor

Sizmek is an open ad management company that fuels digital advertising campaigns for advertisers and agencies around the world with the most cutting-edge technology to engage audiences across any screen. We provide marketers with the most creative and impactful multiscreen digital campaign execution: across mobile, display, rich media, video and social. Our platform, Sizmek MDX, has a data engine so powerful, it defies imagination. The result: previously unimaginable levels of campaign optimization and targeting across creative, media, audience and context.



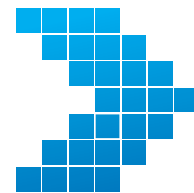
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Visit <https://www.stumbleupon.com/> for more information.



Hosting Partner

Visit <http://www.5by.com/> for more information.



8:30 a.m.-9:00 a.m. Registration & Networking 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 West - 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.

SPEAKERS:

Zach Blume, Partner – Portal A
Sandro Corsaro, Chief Creative Officer – Fandango
David Grant, President – POPSUGAR STUDIOS
Dan Keston, Head of Programming - The Design Network (moderator)
Tom Lofthouse, SVP Programming – Discovery Digital Networks
Erick Opeka, EVP – Cinedigm

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.

SPEAKERS:

John Douglas, Head of Video Strategy - Sizmek (moderator)
Mike Clarke, Brand Measurement & Insights Lead - YouTube
Keith Eadie, VP, Marketing - TubeMogul
Rob Gabel, CEO and Co-founder - Tubular Labs
Brent Horowitz, VP, Business Development - Brightroll
David L. Smith, Founder & CEO - Mediasmith

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.

SPEAKERS:

Saurabh Bhatia, Chief Business Officer - Vdopia
Campbell Foster, Director, Product Marketing Video Solutions - Adobe
Greg Isenberg, Founder/CEO - 5by
Eric Johnson, EVP & GM - CBS Interactive
Gina Michnowicz, CEO & Co-Founder - Union+Webster (moderator)
JT White, Head of Business Development - AWE-Bottle Rocket Apps

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

SPEAKERS:

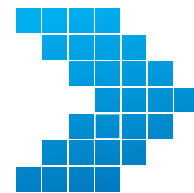
Jen Corbett, Sr. Director, Audience Dev - Discovery Digital Networks
Mike Folgner, CEO - SnappyTV
Geoff Katz, VP, Business Development - WatchWith
Jonathan Keeton, Exec. Creative Director - Bonfire Labs
Laura Murphy, President - All Media Network-SideReel
Josh Lamb, Partner & EP - Multipop
David B. Williams, Chief Content & Tech Strategist - Endemol Beyond USA (moderator)

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?

SPEAKERS:

Vijay Balan, SVP, Client Services - LiveRail
Brent Gaskamp, SVP, Corporate Development - Videology
Cory Klippsten, Chief Revenue Officer - Fuisz Media
Sudhir Kaushik, Senior Director, Product Management - Ooyala
Mike Pusateri, Founder and CEO - Bent Pixels
Lori Schwartz, Managing Partner - StoryTech (moderator)



2:45 p.m.-3:15 p.m. Networking 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.

SPEAKERS:

Sean Besser, Head of Platform - Peel

Joshua Danovitz, VP, Innovation - Tivo

Jonathan Keeton, Exec. Creative Director – Bonfire Labs

Sam Landman, Principal - Comcast Ventures (moderator)

Ed Lee, VP, Content Acquisition - Roku

Tom Ryan, Co-Founder & CEO - Pluto TV

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 + Charity Ping-Pong Tournament



The Best in Online Video Content & Advertising

CYNOPSISDIGITAL

MODEL 
AWARDS

THE BEST IN
ONLINE VIDEO CONTENT
& ADVERTISING

Who Should Enter?

The Cynopsis Digital Model D Awards are open to all individuals and teams worldwide including: digital media publishers, TV and online video networks, MSOs, studios, production companies, producers, brands, ad agencies, interactive media agencies, ad platforms, technology providers, developers and marketing and PR firms. Vendors are also eligible to compete on behalf of a client. The program is open to national and international entrants.

Eligibility Period

To be eligible, the entry/campaign initiative must have taken place (either in part or in full) between May 2013, and May 31, 2014. The digital program, video or initiative must have taken place during this time, but it's not necessary for it to be completed during the eligibility period. In addition, although we welcome international entries/campaigns, part of it must have been used in the North American market. All entries are held in strict confidence and we will not share information unless we receive permission from the entrant.

Categories

There are over 34 categories to enter from Best Web Series to Social Media Campaign For Cable TV, Digital Video Technology Platform to Digital Studio/Production Company. View the entire list here: www.cynopsis.com/event/digital-model-d-awards

Questions

Contact Pete Romas: pete@cynopsis.com | 203.899.8483

Deadlines

August 8, 2014 (midnight EST)

August 15, 2014 Late submission* (midnight EST)

*Late fees apply

WHO WE ARE

Cynopsis Media is the leading publisher of five e-publications for the television, digital, kids and TV sports industries sent via email to more than 150,000 subscribers in over 58 countries.

- Cynopsis, Cynopsis Digital, Cynopsis Sports, are delivered by 5:30 ET each morning to a significant reach of qualified candidates. Cynopsis Classified Advantage & Cynopsis Kids delivered each Tuesday & Wednesday respectfully.

WHY IT WORKS

- **TARGETED ENVIRONMENT:** We're the number one TV, digital, kids and TV sports source for classifieds read by senior-level executives each day
- **IMPRESSIVE REACH:** Each classified reaches over 150,000 subscribers DAILY!
- **STRIKING IMPACT:** Job Ads in Cynopsis get results, averaging 50+ click-throughs each ad

HOW TO ADVERTISE

- We are not a job board!
- Your classified ad is sent to a real person who handles each ad with elite customer service
- Specs include 216 characters/spaces and 3 lines maximum
- Each ad costs \$400 net and includes:
 - 35 Days of Exposure: 5 business days in 3 daily newsletters, 1 day in weekly editions and 30 additional days on our website
 - Bonus mention on Cynopsis Media's social media sites
 - One complimentary subscription to Cynopsis.

SHARE IN THE SUCCESS..... TESTIMONIALS FROM OUR CLASSIFIED ADVERTISERS:

In the recruiting business it is important to be able to target your job search to reach the right audience. Posting jobs to Cynopsis ensures we are reaching the right audience, those already in and those who wish to be in the media business. My clients always ask "Are we posting on Cynopsis". **Bob DeFrank, VP, Human Resources, A+E Networks**

Thanks to the outstanding customer service from Cynopsis, my experience was easy and hassle free!
Katrina Jackson, HR Recruiter, Tennis Channel

Cynopsis is an amazing resource for getting qualified candidates relevant and significant to the media and entertainment industry.
Karla Paz Mobray, Director, Talent Acquisitions, Viacom Media Networks - Human Resources

We choose Cynopsis for our job posting ads because the results are terrific. It is a go-to source of information for almost everyone in entertainment and media, and it is a perfect way to reach a specific target audience (candidate pool).
Matt Karaman, PHR, Director of Staffing, AMC Networks

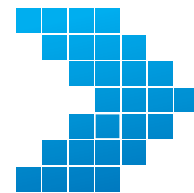
ATTENDEE LIST

First Name	Last Name	Job Title	Company
Vijay	Balan	SVP, Client Services	LiveRail
Dave	Berg	Writer - Producer - Director	Logitech
Sean	Besser	Head of Platform	Peel
Saurabh	Bhatia	Chief Business Officer	Vdopia
Vanessa	Bickoff	Director, Business Development	Blinkx
Zach	Blume	Partner	Portal A
Steve	Bradbury	Chief Operating Officer	Zazoom Media Group
Steve	Bradbury	COO	Zazoom Video
Becky	Canfield	PR Intern	Adobe
Roberta	Caploe	Editorial Director	Cynopsis Media
Mike	Clarke	Brand Measurement and Insights Lead	YouTube
Elisabeth	Copper	Social Media Manager	Independent Television Service
Jen	Corbett	Sr. Director, Audience Dev	Discovery Digital Networks
Sandro	Corsoro	Chief Creative Officer	Fandango
Allan	Coye	Senior Director	Viacom Entertainment Group
Joshua	Danovitz	VP, Innovation	Tivo
Ben	Davis	CEO	Phizzle
Caitlin	Denham-Swanson	Marketing Manager	BrightRoll
John	Douglas	Head of Video Strategy	Sizmek
Chris	Drachkovitch	Digital Strategist	University of Oregon
Keith	Eadie	VP, Marketing	TubeMogul
Greg	Elgin	Director of Video	IMB
Mike	Farina	VP, Sales & Marketing	Cynopsis Media
Robert	Ferguson	Director of Strategy	Catalyst SF
Mike	Folgnier	CEO	SnappyTV
Campbell	Foster	Director of Product Marketing Video Solutions	Adobe
Rob	Gabel	CEO and Co-founder	Tubular Labs
Brian	Garcia	Grad Student	San Francisco State University
Brent	Gaskamp	SVP, Corporate Development	Videology
Kaleigh	Gaynor	Marketing Project Associate	Independent Television Service
Patrick	Giblin	Founder	451 Degrees
Steve	Goldbloom	Host	Everything But the News
Jon	Goodstadt	Vice President, Digital Sales	Silver Chalice
Gabe	Gordon	Managing Partner	Reach Agency
David	Grant	President	POPSUGAR STUDIOS
Lincoln	Gunn	Business Development Manager	Wikia
Steve	Harshbarger	Chief Technology Officer	Multipop
Brent	Horowitz	VP, Business Development	Brightroll
Marc	Hustvedt	Head of Digital	Reach Agency

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Alexander	Irwin	Grad Student	San Francisco State University
Greg	Isenberg	Founder/CEO	5by
Eric	Johnson	EVP and General Manager	CBS Interactive
Glenn	Kaino	SVP, Digital Media	Oprah Winfrey Network
Geoff	Katz	Vice President, Business Development	Watchwith
Sudhir	Kaushik	Dir., Product Management	Ooyala
Jonathan	Keeton	Executive Creative Director	Bonfire Labs
Russ	Keil	Grad Student	San Francisco State University
Dan	Keston	Head of Programming	The Design Network
Corey	Klippsten	Chief Revenue Officer	Fuisz Media
Sanjay	Kumar	Head of Business Development	Oprah Winfrey Network
Josh	Lamb	Partner and EP	Multipop
Sam	Landman	Principal	Comcast Ventures
Ed	Lee	VP, Content Acquisition	Roku
Andrew	Levine	Head of Partnerships & Communication	StumbleUpon
Mark	Linao	Associate	Technicolor Ventures
Tom	Lofthouse	SVP Programming	Discovery Digital Networks
Miracle	McClain	Senior Program Manager	PromaxBDA
Fred	McIntyre	CEO	awe.sm
Scot	McLeron	CRO/EVP	YUME
Gary	McMath	Partner	Kaizen Creative Partnership
Paul	Meyers	Vice President, Technology	Midnight Oil
Gina	Michnowicz	CEO and Co-Founder	Union+Webster
Dawn-Marie	Miesner	Associate Media Director	Mediasmith
Laura	Murphy	President	All Media Network-SideReel
Tim	Nguyen	Sr. Manager, Ad products	Pandora
Devin	Nipp	COO	Wee Sing Productions
Jenn	Ocampo	Sr. Marketing Manager	Cynopsis Media
Erick	Opeka	EVP	Cinedigm
Ellen	Pack	VP Marketing	Common Sense Media
Jason	Patton	VP and GM of Content & Media	Immersion
Borja	Perez	SVP Digital & Social Media	Telemundo NBC
Francesca	Prada	Writer/Producer	Diane Films
Greg	Pomaro	SVP, Media Director	Mediasmith
Mike	Pusateri	Founder and CEO	Bent Pixels
Mary	Pyefinch	Content Marketing Strategist/Writer	Pyefinch Communications
Mike	Rich	VP, Enterprise West	comScore
Betsy	Rosoff	Producer	Shoes On Lets Go
Urs	Ross	SF Creative Director	Organic
Laura	Rowley	Vice President, Video Production and Product	Meredith Corporation

Tom	Ryan	Co-Founder and CEO	Pluto TV
Andrew	Schotz	Development & Digital Producer	LMNO Productions
Lori	Schwartz	Managing Partner	StoryTech
Deanna	Shen	Content & Media	Immersion
Stacey	Shudak	Digital Media Director	Ocean Media
Barbara	Smith	Group Media Director	Tiny Rebellion
David L.	Smith	Founder and CEO	Mediasmith
Rick	Spiekermann	Director of Content, Community Management & Partnerships	Nestle Purina
Shane	Studebaker	Director of Sales	Hulu
Lisa	Tawil	Director of Marketing, Publicity, and Creative Services	Independent Television Service
Sheri	Thomas	Partner	Pacaworks
Kayak	Thomas	Director of Operations	Back Channel Media
David	Tokheim	President/Co-founder	Sum TV
Raquel	Vadia	Director of Partnerships	Wochit
Laura	Wainer	Producer	SanFranLand - MissMottMedia, LLC
Emory	Walton	Vice President, Distribution	A+E Networks
JT	White	Head of Business Development	AWE-Bottle Rocket Apps
Christina	Williams	Business Development Executive, Content	EQUINIX
David B.	Williams	Chief Content and Technology Strategist	Endemol Beyond USA